Simplicity

fashion magazine
women who sew

THE BRIGHT FACE OF SUMMER:

FASHION'S 150 NEW LOOKS

50¢

April-June 1960 Pattern

3466

Suddenly...your room looks New!

You'll delight at the sight of Indian Head's all-cotton prints...so bright, so right, *sew-easy*! Ideal for making curtains of any size for any room...and they're as practical as they are pretty—drip-dry, crease-resistant and guaranteed* against fading or shrinking. Ask for them, along with Indian Head's many coordinated solids, at your favorite store.

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36" solids: 89¢ yd.;
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INDIAN HEAD®
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*Guarantee: "If any article made principally of Indian Head Brand Cotton fails to give proper service because of the fading or running of its colors, or if the fabric shrinks more than 1%, we will make good the total cost of the article." Make sure the name Indian Head is on the selvage or hang tag. Indian Head Mills Inc. 111 West 40th St., New York 18, N. Y. Also makers of famous Pequot Sheets. Conso Ever-Gold Curtain Rods and Brackets used on windows.

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Mission Valley® fabrics

simplicity pattern no. 3467

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Was bothering
young Betty Meade

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"Use your head,"
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Don't spend a cent on FALL fashions until you see the next issue of the new digest size SIMPLICITY. Better yet, enter your subscription now! You save money . . . get every issue before it's on the newsstands . . . it's the thickest fashion magazine you've ever seen!

Simplicity the fashion magazine for women who sew

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SU-60

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Whatever you create in new Logantex whites, Cyana® Purifying Finish will protect it against perspiration odor development through as many as *fifty* washings! Indulge your appetite for white this coming season with this durable, *desirable* extra feature. You're always assured of important fabric benefits when you look for Cyana® identification. Or ask the piece goods salesgirl.

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Simplicity Pattern #3471 Logantex Style #7452

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SINGER SEWING SHELF

The sewing aids that you use most often and add the greatest ease to your home sewing are now available in the **Singer Sewing Shelf.** This self-service display may be found in department stores and variety chain stores throughout the country.

Included on the shelf are sewing machine needles, hand-sewing needles, bobbins for all classes of Singer machines, light bulbs and motor belts, machine oil and motor lubricant, a tiny tension screwdriver, a lint brush, zipper-cording foot, and seam guide set. All are carded, with handy hints and instructions for their proper usage.

The items are not all new, but their increased availability will help you get greater and more satisfying use from your Singer Sewing Machine. The bobbins, light bulbs, and machine belts are available in sizes to fit the oldest to most modern machine. Having extras of these essentials will make your machine more useful. There's less delay in your sewing if you have several bobbins pre-wound in the color you're using. An extra light bulb does away with a trip downtown to buy a replacement. It will save frazzled nerves and eyestrain; it's easier to sew in a good light. Having a supply of needles in several sizes is important, too. The wrong-size needle can break the fibers in a fine fabric, making holes or puckering it. A dull needle is as hard on fabric as a dull phonograph needle is on a record.

The hinged zipper-cording foot is a "must" for zipper insertion and cording. The seam guide set assures straight seams and a better fitting garment. It's an essential if you have a beginner in the house. Sewing Machine Oil and Motor Lubricant keep your machine running smoothly and quietly. Lubrication is necessary to prevent excessive wear and rust damage to your machine.

For about $6, you can buy a complete set of these aids. Individually, the aids range in price from 25¢ to $1.45.

Illustrated: Simplicity Pattern No. 3388

Summer's cooling greens in *Signature*®

Fine all combed cotton prints that appear in all the delicate hues of freshest fashion. And never were lustrous, silky-soft fabrics so practical: quick-drying, need little or no ironing. See the beautiful Signature collection at better fabric counters everywhere.

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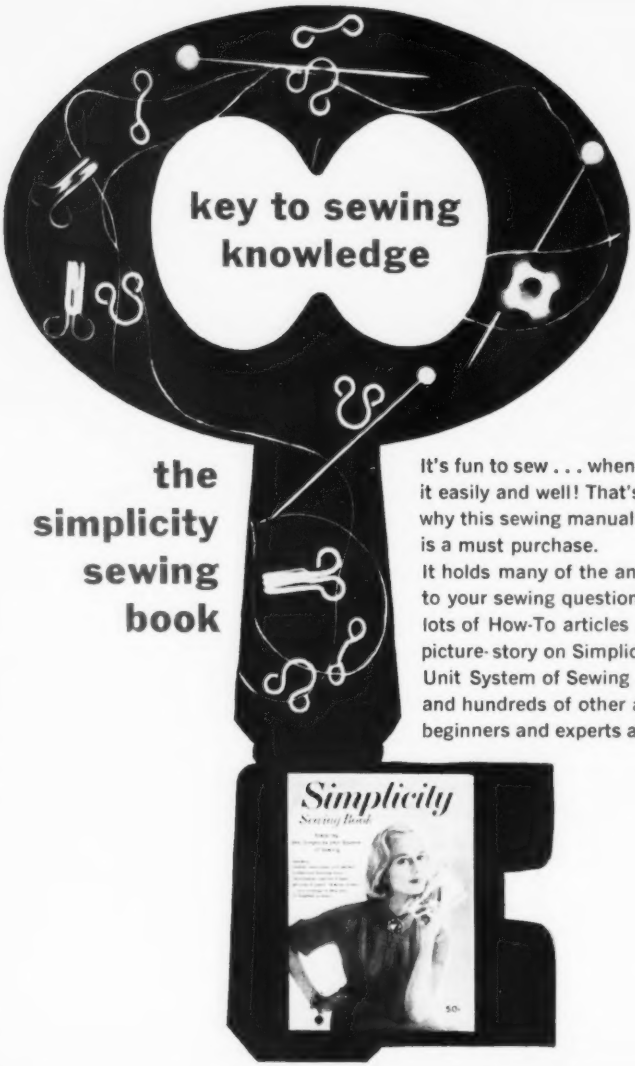

the simplicity sewing book

It's fun to sew . . . when you do it easily and well! That's why this sewing manual is a must purchase.
It holds many of the answers to your sewing questions . . . lots of How-To articles . . . picture-story on Simplicity's Unit System of Sewing . . . and hundreds of other aids for beginners and experts alike.

SIMPLICITY SEWING BOOK ON SALE AT YOUR PATTERN COUNTER 50c

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MAKE IT A SHAPELY SUMMER

In summer when the living is easy, keeping your weight down is difficult. Active sports and fresh air are appetite stimulators — and who can resist a hot dog with all the "trimmings"?

One way to solve this dilemma is to plan a diet that will please your appetite, but at the same time lessen your calorie intake. All protein, sugarless, Knox gelatine makes food more appetizing without adding calories, but adding essential protein. A daily glass of fruit-juice-plus-unflavored gelatine will make your nails stronger. Between meals, it's an energy booster and appetite appeaser too.

For you as a cook, unflavored gelatine turns simple salads and desserts into party fare. It's easy to use — one simple basic method is used in all other foods. It's so versatile that you could make a different gelatine dish every day and not repeat yourself. Knox unflavored gelatine contains no sugar so you can use it for soups and main dishes too.

The Knox Eat and Reduce Plan, devised by the Knox Gelatine Co., is a sane and sensible plan for losing weight, and then maintaining it. It contains a choice-of-foods plan that will keep your taste buds operating while you become slim. All the details are included in a booklet you can obtain from Knox Gelatine. They have several other informative booklets too. Among them are Silhouette Recipes and the Gel-Cookery Recipe Book which contain low-calorie desserts, salads, and main dishes made from Knox Gelatine and your normal nutritious foods. For your copy of any of these free booklets write: Knox Gelatine Co., No. S46, Johnstown, New York.

AMERITEX® *Pretty Patina Prints*

Carefree as a summer's day is the "Everglaze" "Minicare" all combed cotton selected for Simplicity Pattern #3434. *Quality testing* assures you can depend on it to stay lastingly fresh and pretty, to resist soiling, need little or no ironing. Choose from a wide range of pretty patina prints and coordinated solid colors—at fine stores throughout the country.

*Reg. Joseph Bancroft & Sons Co.

EVERGLAZE easy care fabric

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wash-and-wear quality

Everglaze* Minicare*
FABRICS

HOW TO TOP OFF YOUR SUMMER

Need a quick pick-up for last summer's sheath . . . or a way of dressing up your daytime pleats for evening? Nothing will stretch your wardrobe further than a reversible cardigan jacket trimmed with Wright's colorful bias tape. Trimming it with colors that blend with two of your sheaths gives the jacket double duty, too.

To make the jacket shown here, begin with S318, (10-18, 50¢); choose your basic fabrics (a size 14 requires 1⅜ yards of 45" fabric for each side); and then select one package of Wright's Pima Cotton Bias Tape (6 yards for 25¢) for each color of trim you wish to add to the jacket's edge. Because this particular bias tape is closely woven from pima cotton, it can be used with everything from chinos and denims to fine linens and cottons. Another advantage — Wright's Pima Cotton Bias Tape comes in 26 colors and is guaranteed washable and colorfast.

To apply the tape trim with a straight stitch, you must overlap the edges of the tape slightly to catch two edges with one row of stitching. If, however, a decorative stitch is used (as shown here) the edges of the tape should be laid directly next to each other, on the fabric, and then both stitched with one row of zigzag or other decorative stitch.

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PRIMS—when you want to look your very best!

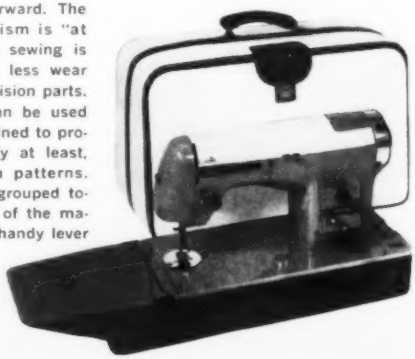
SHOP, LOOK AND LISTEN

for an automatic sewing machine

One hundred years ago, the first **New Home** Sewing Machine was made. Since then, the New Home Company has continuously produced fine sewing machines. They have recently introduced the **Borletti** Automatic Sewing Machine from Italy. The Borletti Company started with the manufacture of high quality mechanical devices, and the precision workmanship has continued in the sewing machine production.

The Borletti is simple to operate, fast, and quiet-running. The mechanism was designed as an automatic machine — not as a zig-zag machine with automatic features added afterward. The automatic mechanism is "at rest" when straight sewing is being done — there's less wear and tear on the precision parts. The design cams can be used individually or combined to produce, mathematically at least, over 200,000 stitch patterns.

The controls are grouped together on the front of the machine. A touch of a handy lever lets you switch from straight stitching to embroidery to zig-zag stitching **without** interrupting the machine's silent operation. The built-in bobbin-winder stays out of sight when not in use. The Borletti is full-sized and light-weight, and comes in a portable case that resembles a handsome travel bag. The case was designed for weight balance, to make it easy to carry or lift. For where-to-buy information, write: The New Home Sewing Machine Co., P.O. Box 840, Beverly Hills, California.



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WRIGHT'S RICK RACK available in all popular guaranteed-fast colors.

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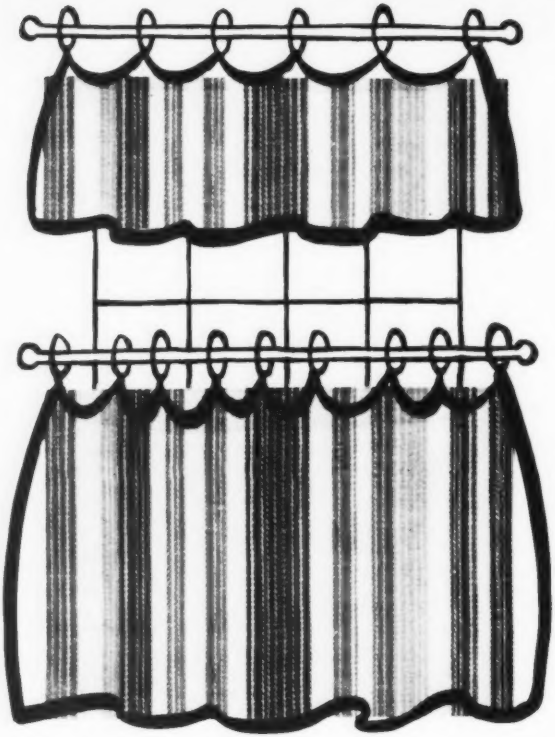

CAFE CURTAINS:

denim stripes for summer

If a view of your breakfast room seems less than inspiring, it may be that those cold-weather curtains just aren't bright enough, light enough to match the sunny mood that summer ushers in. A quick solution is at hand with Simplicity's cafe curtains — curtains that stitch up in no time and invite great quantities of sunlight into the room. We like them done in multi-color striped cotton denim (Cone Mills) and hung from giant brass rings — wonderfully inexpensive and easy to care for. We also like the placemats that go with them . . . Simple-to-Make 4919, one size, 40¢. Double panel curtains, 36" long, require 5 yards of 35" fabric; single 30" panel with valance requires 3⅓ yards of 35" fabric.

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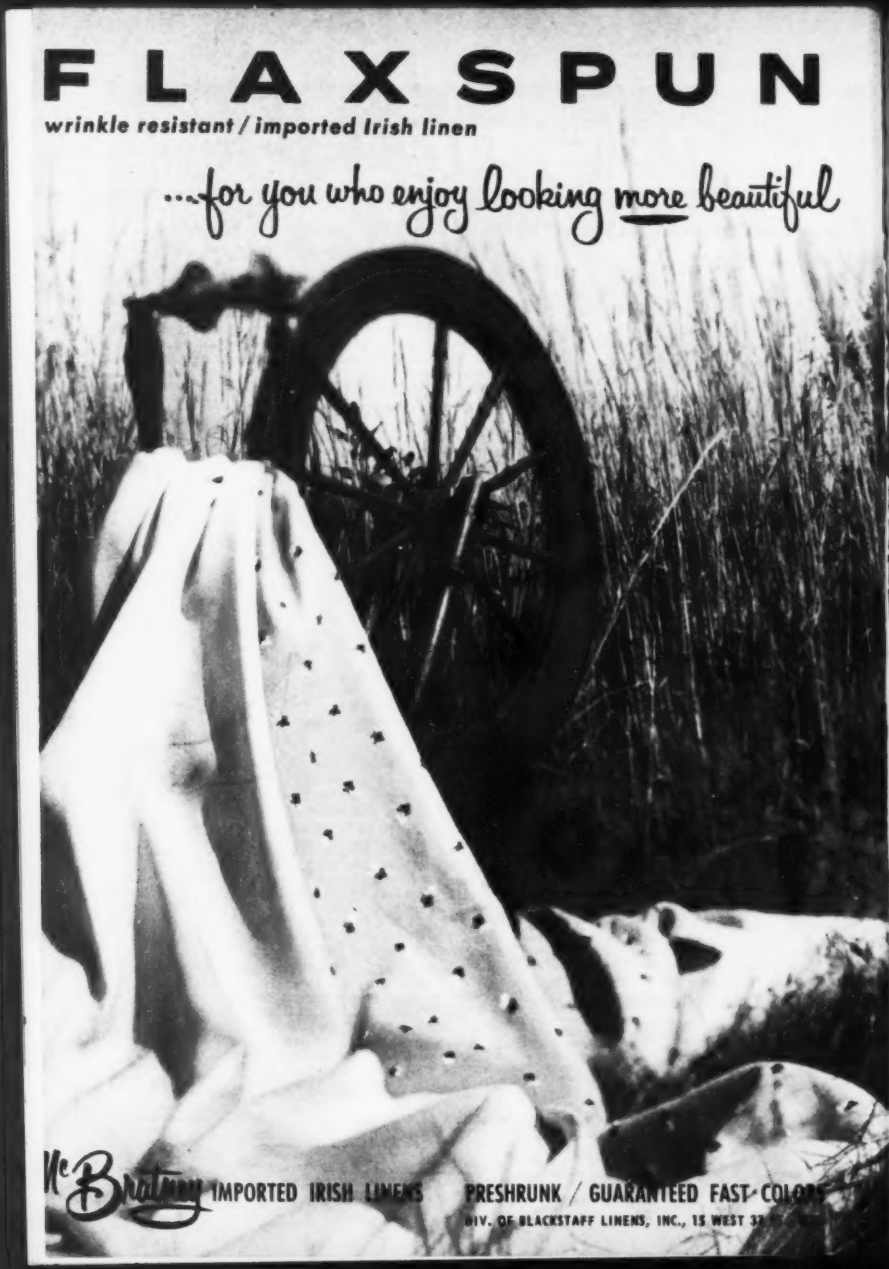
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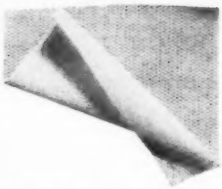
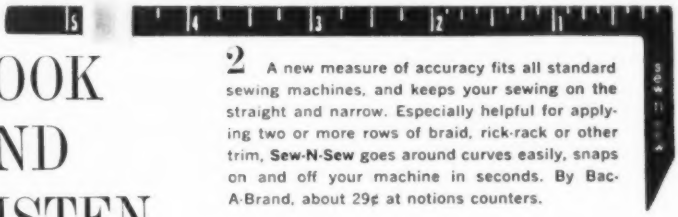


SHOP, LOOK AND LISTEN

1 There's news in interfacing — a new non-woven textured fabric that's porous. The porosity makes it perfect for summer jackets and dresses, it's cooler and lighter to wear. Chicopee's **Keybak** comes in three weights — light, medium, and heavy — and in black or white. It's a washable, dry-cleanable, and fast-drying mixture of nylon and rayon. Keybak will hold its shape because it has no give lengthwise, yet will mold subtly because it gives crosswise. About $1 a yard at fabric shops everywhere.



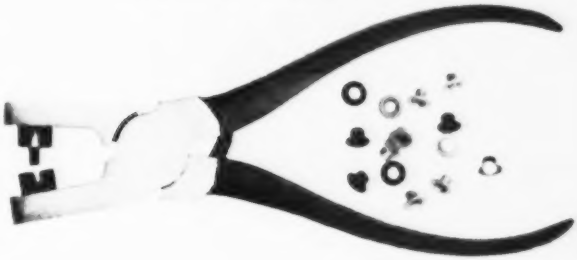
2 A new measure of accuracy fits all standard sewing machines, and keeps your sewing on the straight and narrow. Especially helpful for applying two or more rows of braid, rick-rack or other trim, **Sew-N-Sew** goes around curves easily, snaps on and off your machine in seconds. By Bac-A-Brand, about 29¢ at notions counters.

3 The **Gripper Snap Buckle** is a rustproof and laundryproof brass buckle which is adjustable to allow the straps on children's garments to be lengthened as needed. The gripping teeth are placed next to the strap for non-slip performance. Easily attached, they stay put, despite the rough usage children will give them. A companion item to Oakville's Gripper Snap Fasteners, the buckles sell for 25¢ a set.

4 Remember how thistles and other plant burrs catch on your clothing when you're walking in the country. **Velcro,** the nylon tape fastener, works on the same principle. It's two woven nylon strips, each one-inch wide. One strip looks and feels like velvet, the other is covered with tiny nylon hooks, like a plant burr. When the two surfaces are pressed together, the hooks mesh into the velvet. It holds securely, yet is easily opened by peeling either strip back. Washable, dry-cleanable, and pressable, Velcro is marvelous for wraparound skirt, to hold detachable collars in place, for closing jackets where buttons would be superfluous. Another good point: the hooks and velvet wear and wear and wear. In 11 colors, 59¢ for a pre-cut 9" or $2 per yard for a continuous length, Velcro's at notions counters everywhere.

1 Modern sewing machines are designed for great speed in sewing. Actually for every inch of stitching, the average sewing machine runs its needle through the fabric about 700 times. Naturally this action creates friction and heat that eventually breaks the thread, or at least, weakens it. Belding Corticelli has developed a finish for thread that minimizes friction, fraying, and splitting. The thread is called **Bel-Waxed** and is available at department stores. Considerably stronger than conventional thread, Bel-Waxed thread promises fewer weak seams that have to be reinforced. Because of fray-proof ends, the thread permits needle threading without eyestrain.

SHOP, LOOK AND LISTEN



2 A new two-in-one plier punches holes and sets eyelets in one operation. The **E-Z Eyelet Plier** works on the principle of a paper punch and is just as easy to use. Handy for belts, lacings, drapes, it sells for $1.98 for the punch and 300 assorted eyelets.

3 Add new life and efficiency to your iron for faster summer pressing. **SSS-T Steam Iron Cleaner** removes clogging scale from the inside of your iron. It's particularly good for hard water areas. Safe and easy to use, about $1 for 9 ounces.

A companion to Steam Iron Cleaner, **Rust Stain Remover** removes rust stains from fabrics and almost anything else. Rust Stain Remover will be a blessing for the light-colored cottons you live in all summer long. It doesn't contain hydrofluoric acid and is safe on your hands as well as on all finishes. About $1 for 9 ounces.

Simplicity

the fashion magazine for women who sew

Our cover girl takes to Summer white in a dress with scooping neck, pleating skirt, then tops it with a cardigan — sleeveless and sharpened with blue binding. 3466. 11-18, 60¢. Rosewood's Arnel Sharkskin. Franken braid. Keybak Interfacing. Revlon does her face in "Ivory Porcelain" Touch and Glow foundation, "Snow Peach" lipstick. Van S Authentics beads Riviera Sun Glasses

ON AUGUST 15TH
LOOK FOR SIMPLICITY'S
FALL ISSUE FEATURING:
THE EXCITEMENT OF
THE CHANGING SILHOUETTE

SUMMER 1960

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WHITE WITH COLOR AND HOW TO WEAR IT

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FASHION FOLLOWS WHITE WITH ORANGE:

FLATTERY FOR THE BEACH

With great appeal, White moves into fashion, bringing it refreshingly alive with combinations of white-and-color that are just plain delectable—no matter what the occasion! Left: for kicking up your heels — orangest orange, whitest white in camisole, shorts and a jacket that bursts into sleeves. 3427, 11-18, 60¢. Wamsutta cotton pique. Below: jaunty orange stripes over white pants. 3481, 11-18, 60¢. Fuller cotton. Both, Simple-to-Make

Backviews begin on page 186; yardages, page 189; shopping information, page 191

FASHION FOLLOWS WHITE WITH YELLOW:

FUN FOR THE COUNTRY

Left: country living at its casual best in easy separates of narrowing yellow and white stripes — the top cut squarely at neck, the skirt flared for great collector's pockets. 3423, 11-18, 60¢. Andover cotton sharkskin

Right: stroller's checks, all butter yellow and white, cut for a camisole dress that loves its rick-rack sloping with the neck, traveling around the hem . . . bonus: the cover-up jacket. 3471, 11-18, 60¢. Dan River cotton gingham. Wright's rick-rack. Coats & Clark zipper

ARBUS

3436

FASHION FOLLOWS WHITE WITH BROWN:

NEW FOR THE CITY

Left: summering together, white and brown, here perfectly joined for a slim dress of silk doupioni, loosely tied at the natural waist. 3436, 10-20, 60¢. Fabric, both pages, by William Skinner. Handbags by Park Lane

Right: white, pleasantly relaxed in one of summer's prettiest two-piece dresses—the jacket sleeved to the minimum and lightly browned around the edges, with buttons straight to the wide-banded waist. 3441, 11-18, 50¢. Franken braid. Prims self-buttons. Betmar beret

3283

FASHION FOLLOWS WHITE WITH GREEN:

COOL FOR AFTERNOON

Left: summer's greenery traced with white — a dress cut in the easy-fitting manner (so welcome on warm afternoons), with a tendency to the new-and-widening sleeves. 3283, 11-18, 60¢. Hope Skillman woven cotton. Castlecliff beads

Right: white weaves with green for a conspicuously pretty dress that rounds off for a portrait kind of collar, a bell-shaped skirt. 3434, 11-18, 60¢. Harvey Mills woven cotton. Pellon interfacing. Miriam Haskell beads. I. Miller shoes

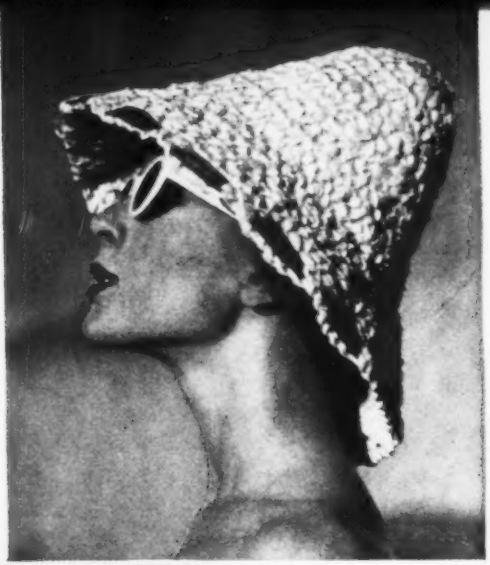
ARBUS

FASHION FOLLOWS WHITE WITH BLACK:

DYNAMIC FOR EVENING

The night is young and you are dazzling in dramatic white — here intensified with black in two distinctive silhouettes created from the same basic pattern . . . Left: the top is deeply cut from black linen, the skirt fully developed from pure silk organdy (A. P. Silk). Right: the same low-curving top, this time cut from acetate and rayon crepe (Onondaga), with its own matching skirt— narrowly gathered to the ankle and sashed with black velvet ribbon. Both outfits, 3483. 11-18. 60¢

3483



WHITE A LA CARTE:

FOR THE COUNTRY

In out-of-doors country, the sport's the thing and accessories should be planned for active living. From the top: a straw sun-shade, looped with orange, Betmar; lightweight sun-specs with "Polaroid" lenses, Cool-Ray Inc.; a walking flat in white textured calf, tied at side, Fortunet by Glendale; great gold ear-loops, Judith McCann; cuff bracelet, studded "turquoise and gold", Cadoro; gay colored beads, Castlecliff

WHITE A LA CARTE:

FOR THE CITY

City living, come summer, loves only the cool colors for its light-looking accessories. From the top: a back-of-the-head hat of toyo straw, John Frederics Charmer; five-strand bib, ranging from white to the pale browns, with matched earrings, Marvella; summer '60 shoe look—a spectator pump of white suede, balanced atop stacked leather heel, Pappagallo; striped straw satchel-purse combination by Park Lane

USA ON THE MOVE:

fashions and fabrics that travel with ease

Planning to travel this summer? You'll be joined by 95 million other Americans who are equally excited about seeing new places, new ways of life! In mapping out your itinerary, it's only natural that you'll be thinking of clothes—what outfit will be appropriate where, which fabrics will pack well and look smart on arrival. On the next pages, we present a planned travel wardrobe worked around four basic summer colors—beige, green, blue and white . . . fashions guaranteed to keep up your travel confidence from beginning to end

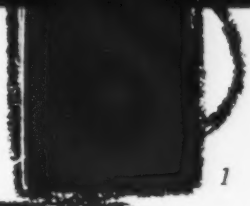
Backviews begin on page 186; yardages, page 189; shopping information, page 191

5

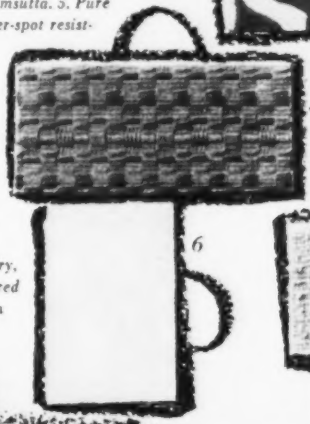
Off to a great start in a dress that does every thing for you, with practically nothing but a bare sheath shape of beige silk shantung (Belding Corticelli) . . . spot-resistant. 3432, 10-18, 60¢. About $11.10 to make

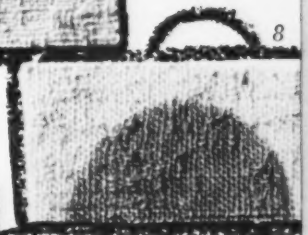
3432

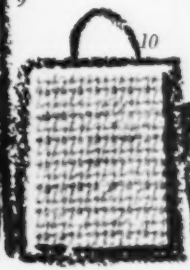
Suitcase by suitcase, your fabric itinerary is beautifully itemized, colorfully coordinated for the easiest going ever . . .

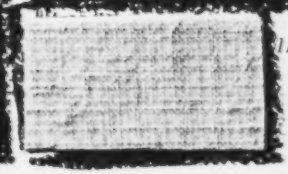


1. Pure silk organza, packs into a small space. A. P. Silk. 2. Pure silk surah, more packing ease. Pavillon. 3. Basketweave cotton with "Good Conduct" finish, Wamsutta. 4. Printed cotton pique with "Suttamatic" finish, Wamsutta. 5. Pure silk shantung, water-spot resisting, Belding Corticelli. 6. Cotton satin, Everglaze crease-resistant finish, Peter Pan. 7, 8. Rayon and silk blend, hand washable, Fabrex. 9. Panel prints cotton satin, drip-dry, Mode. 10.11. Textured pure silk, American Silk Mills









USA on the Move:

Ensembles that make for easy traveling

Our first nomination for comfort and smartness on the road — the ensemble, done in newest naturals... as a three-piece suit (left) in café au lait polka dots on a creamy solid — the jacket just skimming the elbow and opening cardigan-fashion, 3488, 10-18, 60¢, about $11.20 to make from Fabrex rayon and silk... *or* as a beautifully matched dress and coat — the dress, square of neck and sleeveless, the coat showing shortened sleeves, 3399, 11-18, 60¢. About $46.90 to make in American Silk Mills textured pure silk. Formite interfacing

ARBUS

3439

USA on the Move:

Separates go anywhere under the sun

All of a kind or mixed with white, the scarf prints were invented for fun and fancy-free! Left: shirt and skirt separates from Mode panel prints cotton satin, *plus* solid shorts, above, of white cotton satin (Peter Pan). About $18 to make the three pieces. All 3439, 10-18, 60¢. Add proportioned pants, below, for $3 more, in matched white cotton satin, 3435, 23½-32, 50¢

USA on the Move:

in the quick-change sheath

With its limitless abilities to rise to the occasion, the sheath is absolutely basic for traveling . . . and given a jacket or a stole, its value soars! Left: a sheath shaped to new princess lines and very bare-armed under a dress-up jacket that just clears the waist. 3425, 11-18, 60¢. About $9 to make. Wamsutta's basket-brown, basketweave cotton. Right: the cool print, all coconut browns and whites, makes this sheath a necessity. Further notes — its shoulder bows, its wide, covering stole. Simple-to-Make 3465, 9-16, 50¢. About $6.80 to make. Wamsutta's printed cotton pique

AREUS

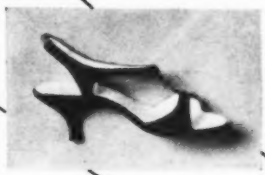
USA on the Move:

Resort to Dress-ups

Evenings, away from home, can be your most gala moments if dress-ups have been chosen for their packability as well as their feminine charm. For evening we like vivid tropical green splashed across volumes of skirt . . . left: pure silk organza (A. P. Silk) cut on the bias for full skirts, noteworthy sleeves. 3445, 11-18, 60¢. About $12 to make. Necklace, Miriam Haskell. Right: scooped low, skirted wide, a dance dress of pure silk surah print (Pavillon). 3470, 11-18, 60¢. About $20.80 to make

ARRUS

The final success of your travel wardrobe will be determined by the amount of care taken in choosing accessories that give it a sense of coordination, personality and color . . . Here: our check-list of basic finishing touches.
This page, from the top: several pairs of gloves — white nylon, $3, and beige kid, $6, by Superb; evening sandal, green and newly strappy, Capezio, $14.95; crushed leather sandals, $10.95, Bernardo; beige kid daytime pumps, $14, Valentine; five strands of elegant emerald beads, $30, Brania; single rope of turquoise beads, $2, twined with five strands of chalk white beads, $10, both Marvella; gold hoop earrings hung with "jade" drops, $4, Judith McCann; coral beads, perfect for beige, $6 per necklace, Castlecliff



ARBUS

USA on the Move:

the finishing touches– accessories that travel

How to tote all these items with minimum difficulty? In a roomy, trim-looking double duffle bag by Mark Cross. $42.50 (plus federal tax). Made for accessories it has two separate compartments— the lower deck solidly protective for your jewelry. In canvas with brown leather trim. Final additions: a beige jersey pillbox by John Frederics, $15, and Park Lane's striped hemp purse, $15.95

There's no time like summer for stocking up on a generous supply of smart-looking clothes—fresh and ready to meet the 101 demands of high-temperature dressing . . .

And there's no time like now to begin stitching up your own cool wardrobe.

Simplicity's designer has chosen the most important silhouettes of summer fashion, pared them down to a minimum number of pattern pieces, stripped them of complicated sewing procedures and made them available in Simple to Make patterns.

The rest is, delightfully, up to you!

Choose the fabrics you love (you don't have to stick to the solids with these effortless directions), match them in your favorite Simple to Make patterns and amaze yourself at the short amount of time it will take to fill the closet with clothes you'll love wearing . . .

only 1

Yes! Only 1 main pattern piece makes this smart looking sheath – additions: wide bows at the shoulder and wide belt at the waist. Simple-to-Make 3465, 9-16, 50¢. Samuel Ehrman embroidered rayon linen

Backviews begin on page 186; yardages, page 189; shopping information, page 191

RICHARD HEIMANN

Achieved from only 2 main pattern pieces — a willowy sheath, softly bloused because of its hugging cummerbund . . . and lightly bound with braid. Simple-to-Make 3433, 11-18, 60¢. Triplex rayon

RICHARD HEIMANN

The print's the thing —
from only 3 main pieces!
A sleeveless cylinder of a dress,
tied with the season's favorite
narrowing sash.
Simple-to-Make 3305, 11-18, 60¢.
Pavillon pure silk pointilla print

Cool calculations with only 4 main pattern pieces . . . a smartly cut play ensemble in blocky brick print — its bateau top cropped off waist-high, its shorts of minimum proportions. Simple-to-Make 3428, 11-18, 60¢. Bates disciplined cotton

4 only

You're purely feminine with only 4 main pattern pieces at work . . . a tiny-sleeved top, tied and set neatly over extravagant skirts.
Simple-to-Make 3440, 11-18, 50¢
Pacific Mills Arnel and cotton

RICHARD HEIMANN

only 5

Wrap yourself 'round with only 5 main pattern pieces . . . a dress partial to the sun, sleeveless and accented with giant-size pockets, polka-dots — and much ado about skirts. Simple-to-Make 3463, 10-18, 50¢. Fuller's Dip 'N Dry cotton

only
5
Look what 5 main pattern pieces
can do for your wardrobe!
Summer kind of separates —
the top trimmed with braid like Chanel
would, 3424, 10-20, 50¢;
the striped skirt, a round
of box pleats, 3438, 23½-28, 40¢.
Both Simple-to-Make
from Andover's cotton sharkskin.

THE SPECTATOR LOOK

Backviews begin on page 186
yardages, page 189
shopping information, page 191
Photographs by Lilian Bassman

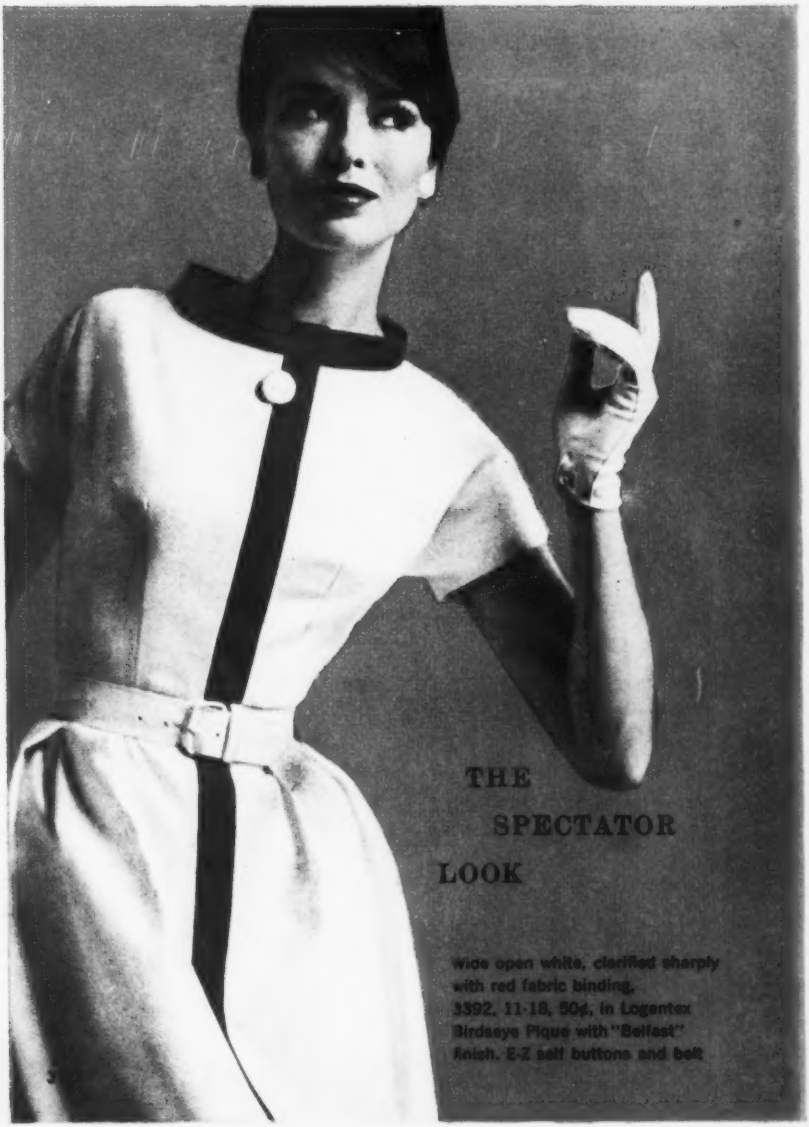
Time was when the marvelous red-white-and-blue fashions—called "The Spectator Look" in the '30s—were reserved strictly for sporting events . . . and chances were that a girl's prettiest white pleated skirt or bright blue blazer had few occasions to show its true colors! But no more. The woman of the '60s has found the bright color, the clean line of the Spectator Look an event in itself and a wonderful way to dress straight through any day with his eyes following her every movement! On the following pages, ideas for your own Spectator sewing . .

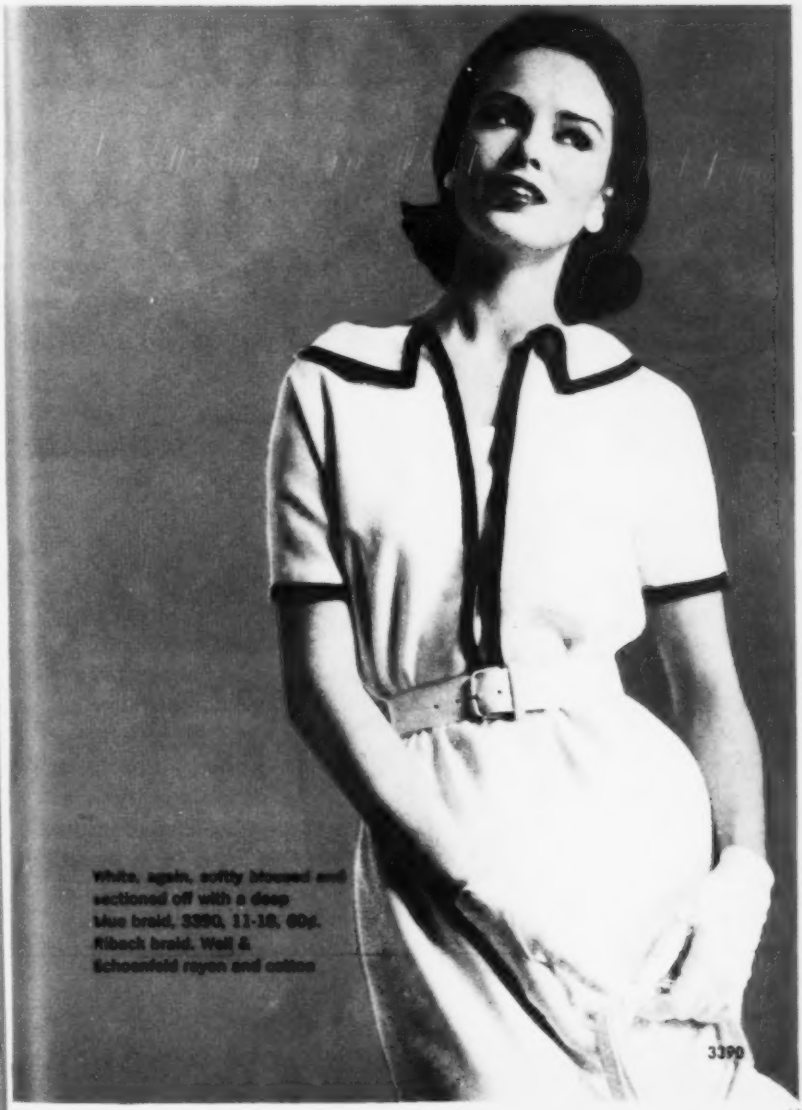
Opposite: influential white exceeded only by a blaze of blue jacket . . . overblouse and pleated skirt of Celanese Arnel, jacket of H. Bates rayon and acetate cord. 3369, 11-18, 60¢. Coro medallion, Calderon bag

e 186
nge 191
assman

THE
SPECTATOR
LOOK
She's taken the season with flying colors, and each outfit is a newsmaker, left to right: 3381, 11-18, 60¢, rayon top and skirt; 3350, 11-18, 60¢, Courtaulds rayon, cotton and silk. Fabrics Belding Corticelli. 3417, 10-18, 60¢, Arnel and nylon; 3393, 11-18, 60¢, Arnel and rayon. Fabrics, Fabrex. Calderon belt, John Frederics Charmer
3381
3350

3417
3393


THE
SPECTATOR
LOOK
wide open white, clarified sharply
with red fabric binding.
3392. 11-18, 50¢. In Logantex
Birdseye Pique with "Belfast"
finish. E-Z self buttons and belt



White, again, softly bloused and sectioned off with a deep blue braid. 3390, 11-18, 60p. Riback braid. Weil & Schoenfeld rayon and cotton

This page: a dress scooped to summer's own neckline, belted in leather.3384, 11-18, 60¢. Dan River cotton

Opposite: a light-of-mood dress ruffled down to narrow belt. 3385, 11-18, 60¢. J. P. Stevens cotton

3384

Shoes on both pages by Pappagallo

ACCENT YOUR WAIST

What is more appealing in hot weather than a girl who dresses for her naturally pretty self — belting her waist where it's clearly meant to be belted, choosing her skirts for their soft swish-ability. On this page and the next, four dresses for the frankly feminine beauty . . .

3385

A billowing kind of dress that loves its belt wide and naturally placed, its collar gently turned and tied, its skirts gathered to one large central pleat. 3431, 11-18 60¢. Joycette woven plaid silk organza

3431

Dress for a summer day, shadowed with flowers, collared with a puritan width of white and endowed with a deep self-belt that releases pleat upon unpressed pleat. 3422, 11-18, 60¢. A.B.C. "little-iron" cotton voile print. Belt prop, both pages, by Burkbe

ACCENT YOUR WAIST

3422

ACCENT YOUR DRESS

The dress that owns a go-with jacket is popular for one major reason. Its infinite good looks provide a beautiful escort to numerous daytime occasions and informal evenings. Equally important for you, the way a jacketed costume can carry off the important summer neutrals . . . here, a sand-colored sheath with coral-studded jacket. 3300, 11-18, 60d

3300

WITH A JACKET

The important beige costume, emphasized, here, with bindings of bright coral and even paler beige. The covering jacket is a direct match to its sleeveless undersheath — a dress that begins with deep-curving neck and extends sleekly to the hem. 3398, 11-18, 60¢. Franken braid. Talon "Magic-Zip" zipper. Both pages: Crown viscose rayon and silk with crease-resistant finish. Formite interfacing

3398

ACCENT YOUR DRESS

Beige, lightly sprinkled with white, coordinates this costume with a quiet beauty . . . the self-bound jacket smooths over a slim-fitting dress. 3306, 12-20, 60¢. Abbot Mills Celanese Arnel and cotton. Keybak Interfacing

3306

WITH A JACKET

A clear case of checks, beige again, influencing white in a jacket that just skips the waist with its Chanel-like cut and binding. The dress has a deeply squared neckline and no sleeves. 3449, 10-18, 60¢. Cohama's Oxford weave cotton and synthetic blends

3449

IN SHARP FOCUS

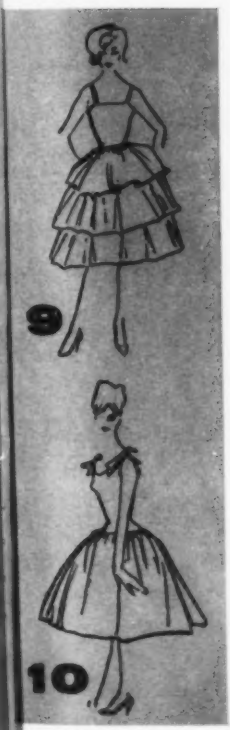
10 Exciting Patterns That Click for S

Minolta Camera, Sally Gee scarf

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

IN SHARP FOCUS

10 New Summer Silhouettes



1 The bare-armed cardigan

2 Classics: bermudas, the roll-sleeve shirt

3 The tunic

4 The cropped top over slim slacks

5 The shirtdress

6 The little-girl dress

7 Hip-length overblouse, short shorts

8 The floating sleeve

9 The three-tiered skirt

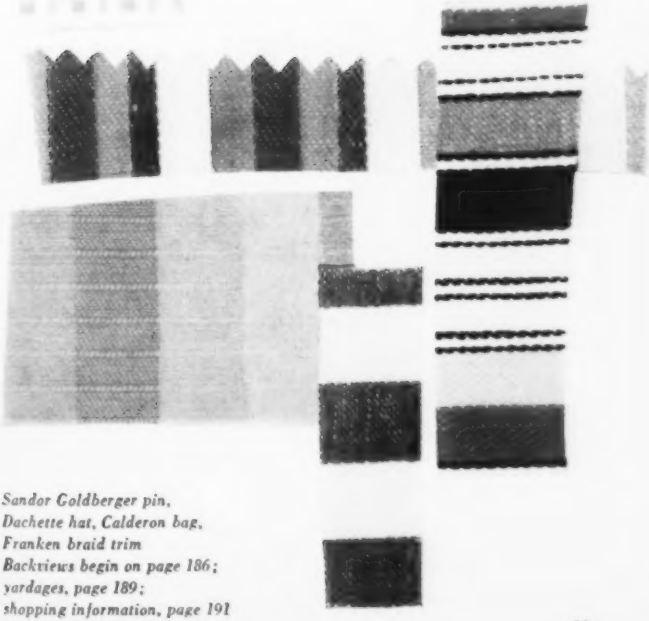
10 The lowering waist

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

IN SHARP FOCUS

down the line with **STRIPES**

Summer's bold message of color streaked with white... A ship-shaping look in cotton denim, cut to trim cardigan-and-skirt Separates that total a suit... Avondale's denim, Simple-to-Make #2934, Sizes 11-18, 60¢



Sandor Goldberger pin, Dachette hat, Calderon bag, Franken braid trim
Backviews begin on page 186; yardages, page 189; shopping information, page 191

LOUIS FAURER

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

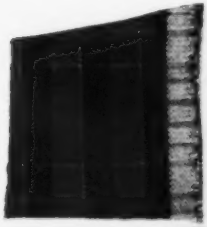
IN SHARP FOCUS

3051

the male viewpoint
gone strictly female—

MADRAS

in the marvelous, muted tones
plaided for a new look
in sportswear...
Great for Bermuda shorts,
even greater
once it's topped with a matching
solid-color shirt.
Wash-and-wear Madras (Dacron and cotton), by Fabrex.
#3051, 11-18, 60¢



STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

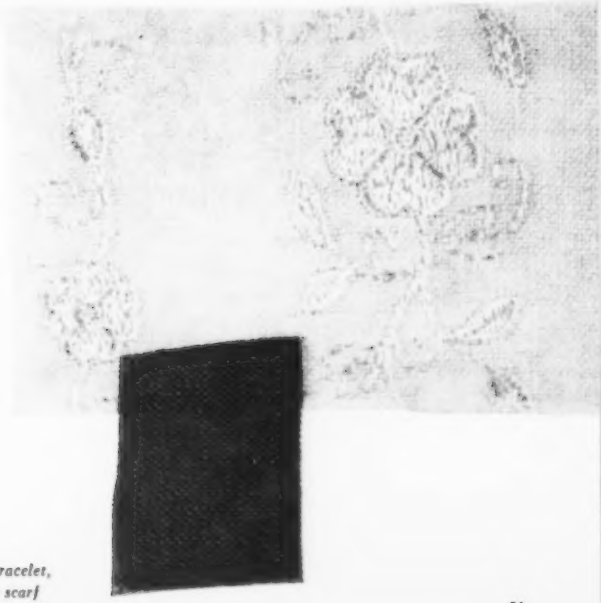
Hat by Sunwear,
Van S Authentics bracelets
LOUIS FAURER

IN SHARP FOCUS

in its pure state...
or Schiffli-embroidered...
it's the afternoon answer to summer

Irish **LINEN**

for the smooth shaping
of Tunics
and the smooth sitting of
wrinkle resistance.
McBratney Irish linen,
#3349, sizes 11-18, 60c



Capri bracelet,
Glentex scarf
LOUIS FAURER

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

IN SHARP FOCUS

the primitives...
smoke-colored

BATIK

print, pared to its
bare essentials–
a brief top,
stopped short over tapering,
leg-proportioned pants.
Lowenstein's
crease-resistant cotton.
Top, Simple-to-Make #3343,
sizes 9-16, 30¢;
pants, #3257,
sizes 23½"-32", 50¢

STRIPES
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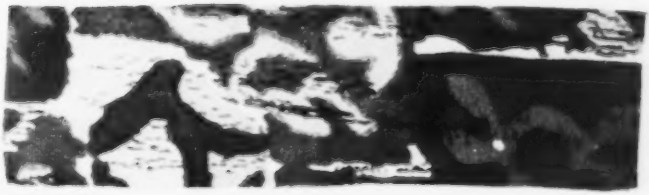
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL



Brania bracelet,
Capezio shoes
LOUIS FAURER

IN SHARP FOCUS

3353

ABSTRACT

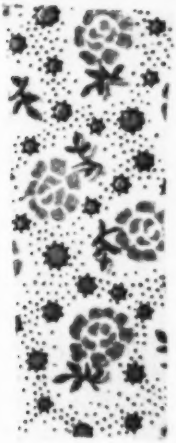
is a print
a geometric clash of color
an imaginative way of looking...
Given an abstract print,
a shirtdress can change its
personality overnight
from "the good old steady"
to something utterly fresh,
utterly feminine!
"Everglaze" cotton shantung by Ameritex,
#3353, sizes 11-18, 60¢

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

Coro earrings and bracelet
LOUIS FAURER

IN SHARP FOCUS

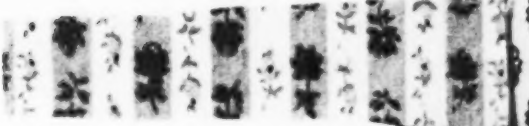
3301

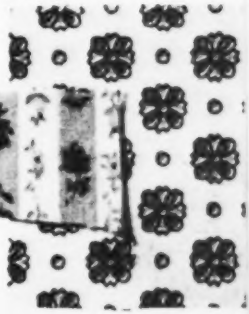


by country
or by city,
you'll love the young

PROVINCIAL

prints...and their fields
of flowers–
bright on billowing skirts
and big sleeves...
Springmaid cotton broadcloth,
#3301,
sizes 9-18, 50¢

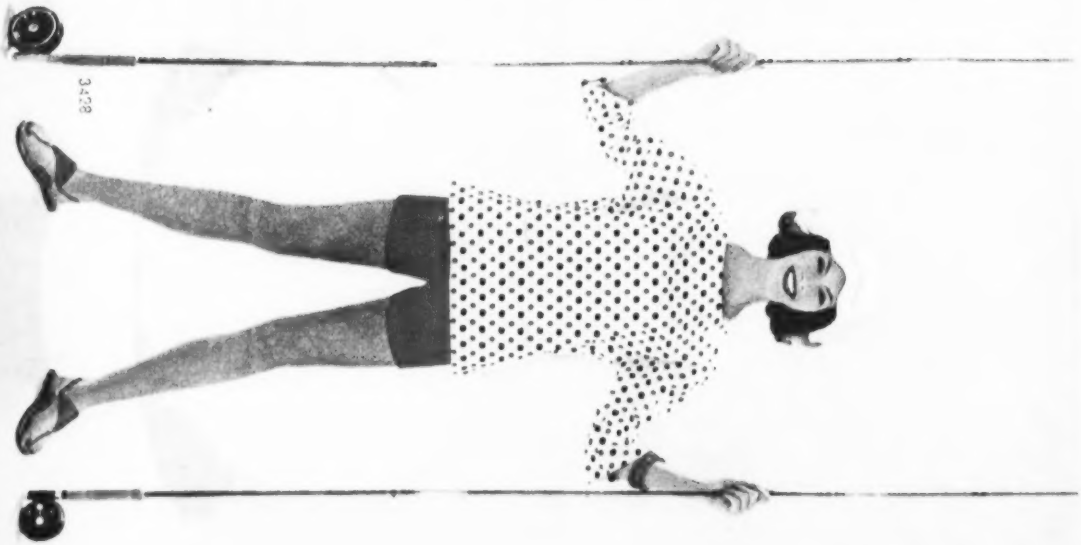


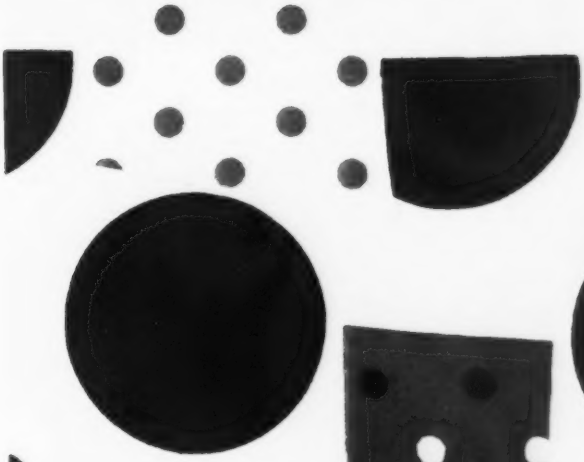


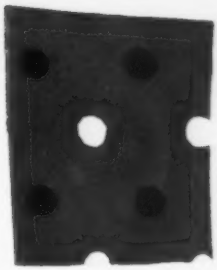
STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

Wright's rick-rack,
Marvella earrings,
Capezio shoes
LOUIS FAURER

IN SHARP FOCUS







with a splash
with a dash

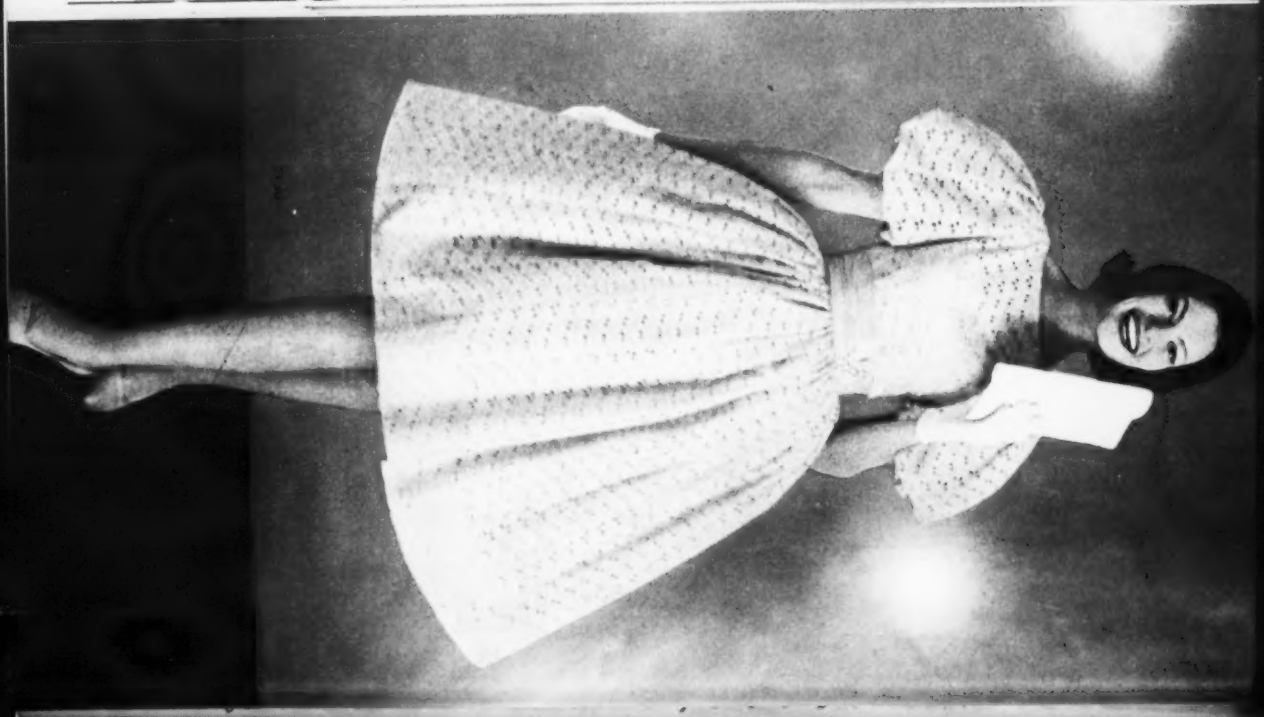
POLKA DOTS

are bigger, brighter than ever...
bounding over the Big-top blouse
and dropped
over short shorts.
Quadriga cotton by Ely & Walker,
Simple-to-Make #3428,
sizes 10-16, 60¢

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

Bernardo shoes,
hat by Sunwear
LOUIS FAURER

IN SHARP FOCUS



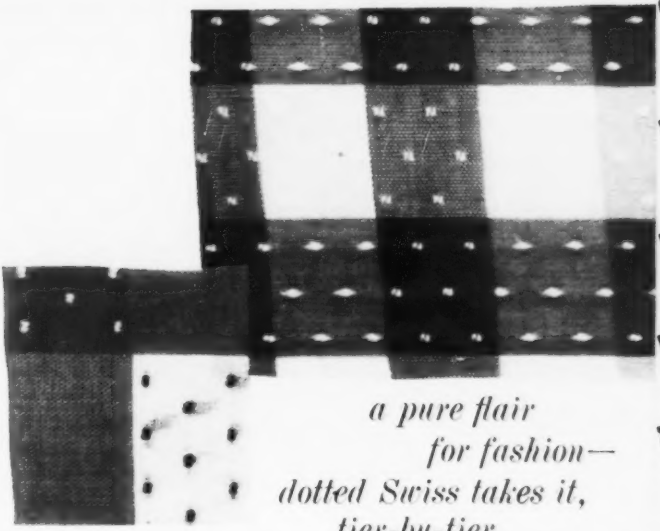
in shadow-cool colors
as light as the breeze
the air-borne eyelets
rise to sky-wide sleeves
and clouds of skirt...
#3150, 11-18, 60¢,
Stoffel embroidered batiste

EYELET

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

Schreiner pin,
Wear-Right gloves
LOUIS FAURER

IN SHARP FOCUS



a pure flair
for fashion—
dotted Swiss takes it,
tier-by-tier,
and gives it a whirl
in summer's dancing-est colors...
newly plaided
for fun in

DOTTED SWISS

Fuller's dip'n dry cotton,
#3271, 11-18, 60¢

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

Britemode bag,
Capezio shoes
LOUIS FAURER

IN SHARP FOCUS

STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

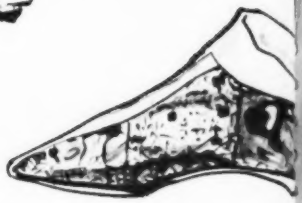
flowering on delicate grounds,
the summer-house
pastels...
blooms that float
as the dress floats—
from lowered waistline
to fluid skirt.
Peter Pan "Minicare"
cotton satin,
#3314, 11-18, 60¢

in **FLORAL**

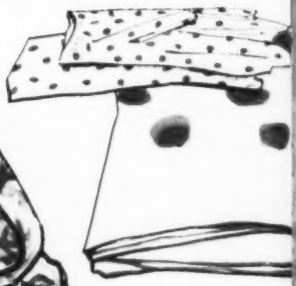
Britemode bag,
Capezio shoes
LOUIS FAURER

IN SHARP FOCUS

Striped Ticking satchel, $15.95,

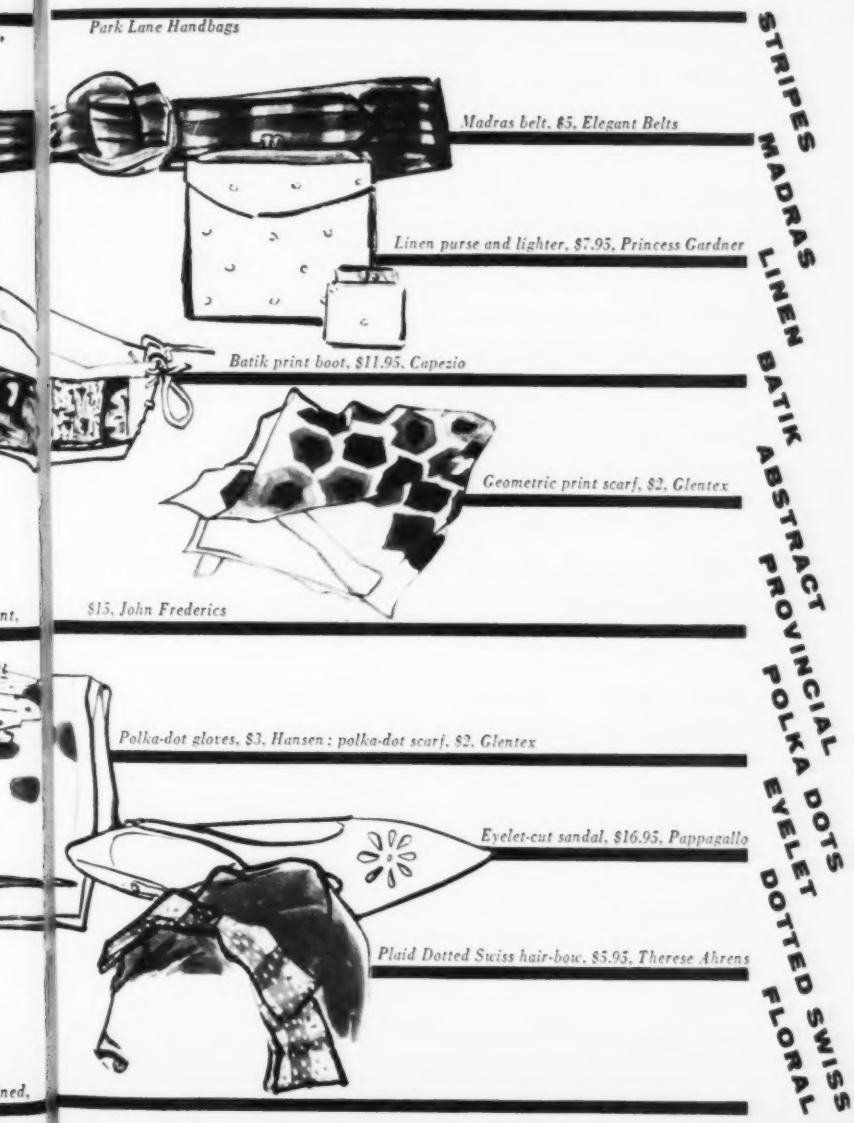


Straw cloche, banded with Provincial print.



Giant Floral beach bag, plastic-lined,

$14.95, Marietta Larsen


Park Lane Handbags
Madras belt, $5, Elegant Belts
Linen purse and lighter, $7.95, Princess Gardner
Batik print boot, $11.95, Capezio
Geometric print scarf, $2, Glentex
$15, John Frederics
Polka-dot gloves, $3, Hansen; polka-dot scarf, $2, Glentex
Eyelet-cut sandal, $16.95, Pappagallo
Plaid Dotted Swiss hair-bow, $5.95, Therese Ahrens
STRIPES
MADRAS
LINEN
BATIK
ABSTRACT
PROVINCIAL
POLKA DOTS
EYELET
DOTTED SWISS
FLORAL

Dancing across the page — a summery dress of polka-dots, scooped out in back and bound solidly. Simple-to-Make 3426, 10-16, 60¢, Wamsutta's sheerest cotton. Second view, opposite page

back to the sun

This summer's dresses *love* the sun and show it with backs bared for a maximum of appreciation

3426

3426

It's purely feminine — another version of 3426, inviting as much sun as possible with its low-curving back, its absence of sleeves . . . striped in summer's delicate greens. Both pages, Simple-to-Make 3426, 10-16, 60¢. Wamsutta's sheer cotton

FALUMBO

back to the sun

For the sun of it . . . a dress that turns its back to fashion—trimly squared off in a cool pink-and-white plaid of cotton shagbark and daintily defined with a rim of black velvet ribbon that ties in a bow. Simple-to-Make 2958, 11-18, 50¢

3277
1490

back to the sun

Another "sun-worshipper"... here in sky-blue separates—the deeply-carved blouse and pleated skirt topped with a plaid cummerbund. Blouse, 3277, 10-18, 40¢. Skirt, 1490, 23½-30, 40¢. Both Simple-to-Make, in Galey & Lord's shagbark cotton

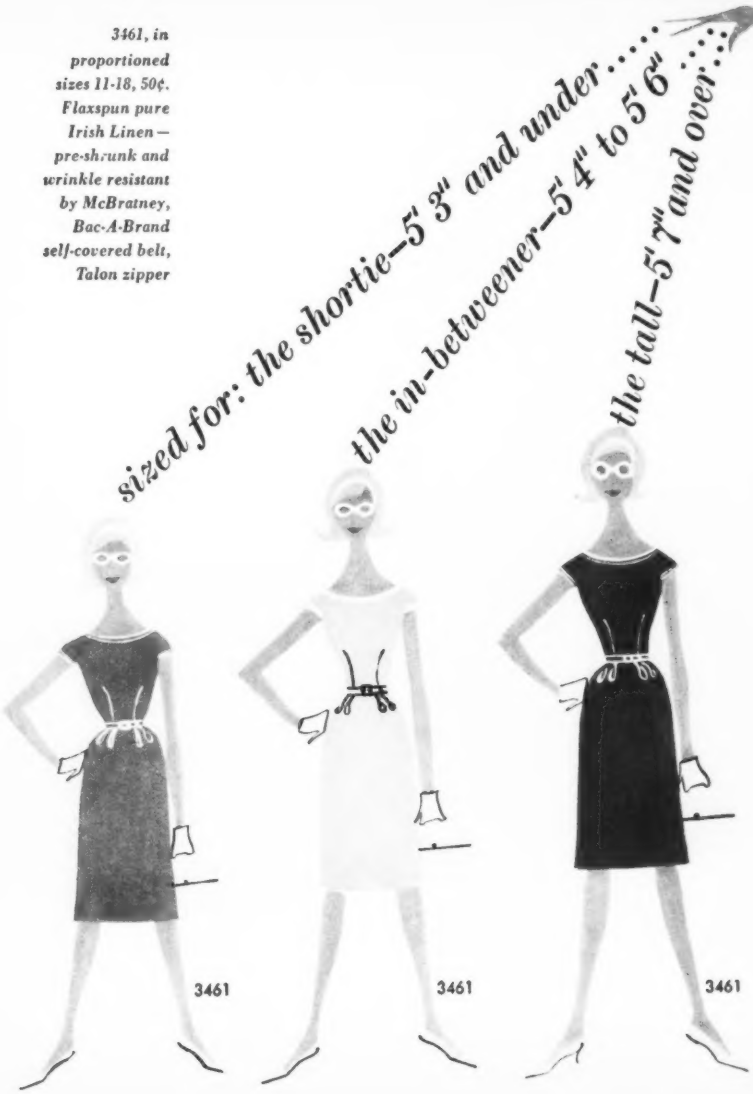
Simple-to-make #3153, sizes 10-20, 50¢, in checks, tweed, paisley and polka-dots. All fabrics shown — Abbot Mills blends of silk-and-rayon. Backviews begin on page 186; yardages, page 189; shopping information, page 191

3153

SEW YOUR SUMMER BONUS

Here it is ... a pattern for the fashion-conscious woman who loves **one** beautiful design that can be made up again and again from any number of exciting fabrics! With quick-change accessories, this Basic dress will prove the ideal solution to your wardrobe planning. The extra **bonus** is its special fitting chart — an extra set of directions made to help you adjust patterns to **your** very own measurements

3461, in proportioned sizes 11-18, 50¢. Flaxspun pure Irish Linen—pre-shrunk and wrinkle resistant by McBratney, Bac-A-Brand self-covered belt, Talon zipper



Explicitly for you! Simplicity designs a Basic Sheath. Basic because it's proportioned to your exact measurements — short or tall... basic because its instructions include accurate fabric yardage, eliminating guesswork... basic because it looks wonderful in every fabric from linen to lace to prints—whatever happens to suit **your** fancy!

PRIGENT

Make up to summer

Summer, 1960, sets the stage for a marvelous new play of beauty — starring You, of course, as the naturally-pretty leading lady. Directing this production is Helena Rubinstein, whose new approach to summer make-up (opposite page) takes its dramatic cue from the lips — painted "Sun Coral" with her original heart-shaped lipstick, designed for more accurate application.

Continuing with her natural theme, Rubinstein suggests a light shadow of "Deep Sea Green" at the eyes, delicately high-lighted with liner brush and a soft touch of waterproof Mascaramatic. The browline is penciled along its natural lines.

Her color theme extends to all areas of the face, beginning with a liquid "backdrop" of moisturized Silk-Tone make-up — lightly dusted with Silk-Tone face powder. Caution: stage directions warn against extra sun-burn and recommend a generous lubrication of Wake-Up Cream plus the Eye Cream Special before the start of each rehearsal.

Your final dramatic success — Sun-Coral" nail lacquer, matched to the lipstick. All cosmetic prices, p. 192

14 essentials for the

girl who loves a tan

1. Butterfly swim-cap, U.S. Rubber, $3.98
2. Beach hat and bag, Marietta Larsen, $15.95
3. Thong sandal, Bernardo, $9.95
4. Sun-shy eye shadow, Revlon, $1.50
5. Protective sun-glasses, Riviera, $12
6. Sun-tan oil, Elizabeth Arden, $2
7. Lip Gloss for lip-sheen, Estée Lauder, $1.50*
8. Head Start hair spray, Richard Hudnut, $1.50*
9. Tanning Foam for dry skin, Skol, $1.50
10. Sun Bath moisturized tan lotion, Revlon, $1.25*
11. Sun Bronze, Charles of the Ritz, $2
12. Lip-softening lipstick, Helena Rubinstein, $1.50*
13. Royal Jelly Shampoo, DuBarry, $1.50
14. High Noon tan lotion, Noxzema, $1.45

*Plus federal tax

ROLF TIETGENS

Your summer legs a

PRIGENT

s are showing

Off to the beach, the tennis court, or gardening — it's certain that summer will tempt you to bare your legs as much as possible . . . and it's no secret that leg-care will suddenly become more important! The techniques of achieving a truly smooth exterior vary — here are a sampling of the best . . . This page: bright toenails, Charles of the Ritz Fresh Paint polish set; cream hair-remover, Nudit by Rubinstein; skin-smoother, Pretty Feet; medicated shave cream, Noxzema; foot-comfort, Ardena Foot Lotion; lasting hair-removal, Ardena Electric Wax Eradicator set; skin-conditioner, Sardo Lipodermic Bath; quick shave, Lady Schick Electric Shaver . . . Scents, too, add to your summer daintiness. Opposite: Rubinstein's Heaven Sent, Revlon's Aquamarine Spray Mist, Chanel No. 5 Cologne, Coty's Miguet Mist, Lentheric Miracle Mist, DuBarry's Seven Winds

Toe-bow, Cole of California

For price information, see p. 192.

GOOD MORNING

Treat yourself to pure flattery in a brunchcoat just invented for early-morning compliments — polka-dotted pink and nipped neatly at the waist with a midriff tied above mounds of skirt. 3208, 10-18, 50¢. Brunch clothes all Springmaid "Everglaze" cotton broadcloth

There's no question about it — that a.m. routine is simply more fun once you've dressed yourself in a bright white pair of pedal-pushers and tied yourself 'round with a wrap shirt dusted pink with polka-dots! Shirt, 3402, 10-18, 40¢; pants, 2996, 24-28, 50¢. Coats & Clark zipper

PALUMBO

PINKS *polka dots plus*

The day's a scorcher, but you're in the pink of condition . . playing it cool in a candy-striped top — pocketed and cropped to the minimum over deep pink, little-boy shorts. Top, shorts both 2995, 11-18, 50¢. All shoes custom-made by Capezio

Pink steals the scene again . . . starred as the prettiest item on the breakfast menu — a real hostess brunchcoat. gently scooped at the neck and buttoned straight down to the polka-dot sash, the great flare of skirt. 3203, 10-18, 50¢. Pearl buttons by Costumakers

GOOD MORNING PINKS

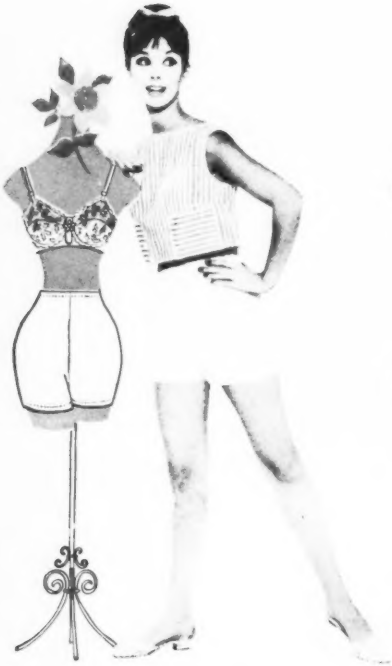
stripes and solids

It's no optical illusion . . . pink can mix with stripes in any number of bright, brunchy separates! From one pattern, four ways to play the breakfast game—
Left: pink puffs into a balloon-sleeved top, stripes down tapered pants . . .
Right: the stripes move briefly over pink dirndl skirts.
All 3297, 9-18, 60¢.
Riegel Sanforized cotton broadcloth

PALUMBO

3297

MORNING SHAPE-UP...



You're cool but definitely collected in Exquisite Form's duo: the "Just A' Just" bra of nylon lace and net is adjustable to your own figure, $3.95; the slimming "Magic Lady" elastic panty dries in minutes, $3.95
Worn with pattern 2995, on page 113

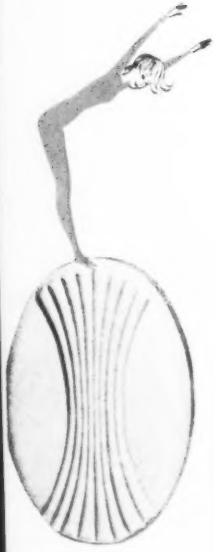
No matter how you figure it, this all-in-one-garment is perfect for the low necks, the neat waists, the full skirts of summer . . . Phantom's "French Frolic" made from lightweight nylon net and lace, $12.50
Worn with pattern 3208, on page 112

how to bring your figure into line

Pants strategy for the thigh-conscious woman—Maidenform's "Variation Long Legs", an extra-long panty girdle of light-weight nylon, $5; with Interlude's lace bra that can adjust its straps to your neckline, $5
Worn with 3402, 2996, on page 112

The self-supporters... Warner's twosome for active life: strapless bra with bare rubber cup contoured not to slip, $5.95; and the dip-leg girdle of easy-care DuPont Lycra—newest, lightest of foundation fabrics, $5.95
Worn with pattern 3203, on page 113

A.M. BEAUTY



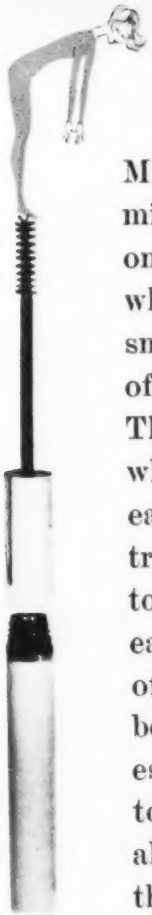
Soap — scented for your bath and packaged three in a box . . . "Heaven-sent" by Helena Rubinstein. $1.50 a box*

*A light powdering of the morning-shiny nose . . . Pond's easy-to-carry powder compact, 89¢**

"Candy Pink"— lipstick by Cutex gives you a sweet morning mouth . . . 79¢ a tube*

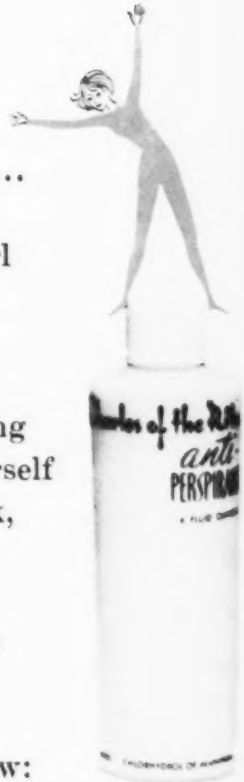
*All-over smoothness, from morning bath on . . . Lady Esther's Hand & Body Lotion, 49¢**

*Especially for the face—as a skin moisturizer, and a make-up base . . . Pond's Moisture Cream, 60¢**



*Eye beauty, quickly . . . rolled on with Maybelline's new spiral-brush mascara . . . it curls and colors, $1**

Mirror
mirror
on the wall...
who's the
smartest girl
of all?
The girl
who begins
each morning
treating herself
to the quick,
easy care
of basic
beauty aids
essential
to a fresh
all-over glow:
the cleansers,
the softeners,
the glorifiers



*Your secret protection, all the day long—Charles of the Ritz Anti-perspirant, $2**

**plus federal tax*

A WOMAN CHOOSES

1 2
3 4

1 A woman chooses Blue Crystal . . . crosses it with white checkerboard checks—for a Chanel-bound costume to complement her through the day. #3420, 12-42, 60¢.

2 She chooses Blue Crystal . . . as a bright accent to white. The double-breasted middy buttons, blouses over a crisp line-up of pleats. #3380, 12-42, 60¢.

3 She chooses Blue Crystal . . . in purest paisley—cream of the shirtdress crop with softened sleeves, deeply carved neck, easy skirt. #3366, 12-42, 60¢.

4 She chooses Blue Crystal . . . in its clearest jewel tones, delicate with detail at the softly tucked bodice and the slim skirt of low kick pleats. #3401, 12-40, 60¢.

Backviews begin on page 186; yardages, page 189; shopping information, page 191

1 2
3 4

1 3420, 12-42, 60¢, Rosewood's Arnel and cotton. Prims self-covered belt. Keybak interfacing

2 3380, 12-42, 60¢, Rose-wood's crease-resistant silk and rayon "Rosilk". Franken braid

3 Pri

Rose
ant silk
n braid

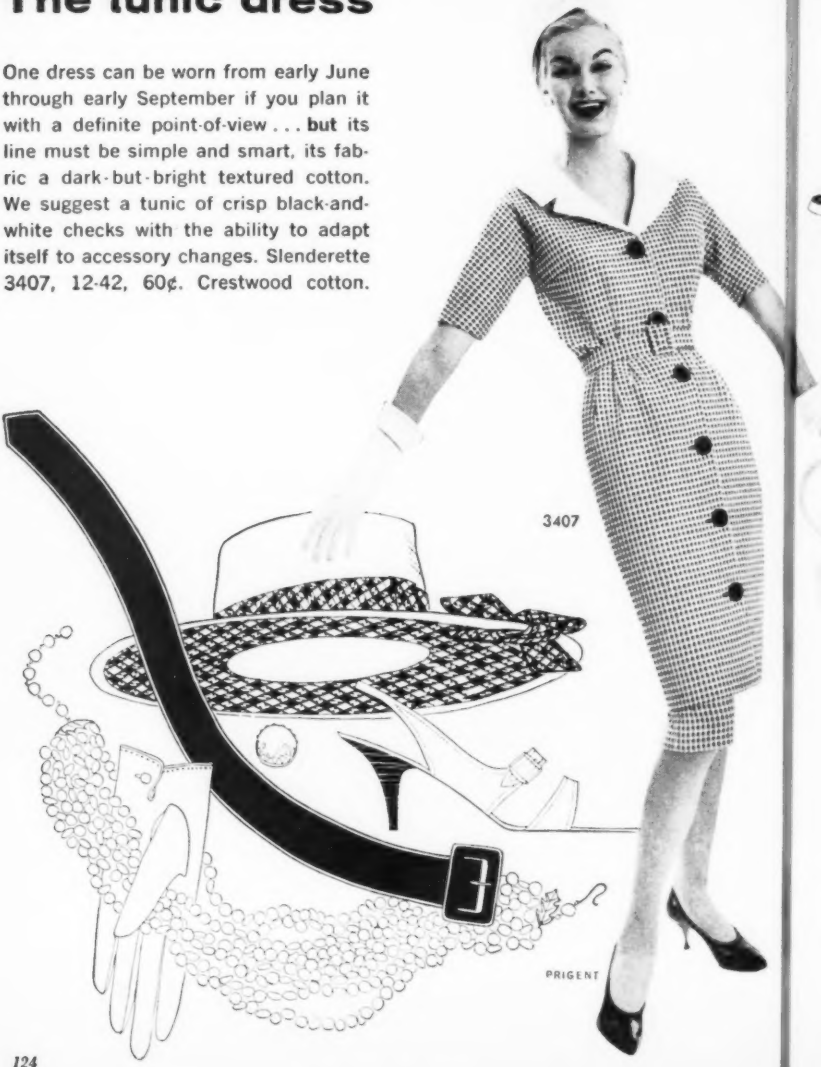
A WOMAN CHOOSES

3 3366, 12-42, 60¢, American Silk Mills pure silk surah. Prims self-covered belt and buttons

4 3401, 12-40, 60¢, American Silk Mills pure textured silk. The "Magic-Zip" zipper by Talon

The tunic dress

One dress can be worn from early June through early September if you plan it with a definite point-of-view . . . **but** its line must be simple and smart, its fabric a dark-but-bright textured cotton. We suggest a tunic of crisp black-and-white checks with the ability to adapt itself to accessory changes. Slenderette 3407, 12-42, 60¢. Crestwood cotton.



A WOMAN CHOOSES

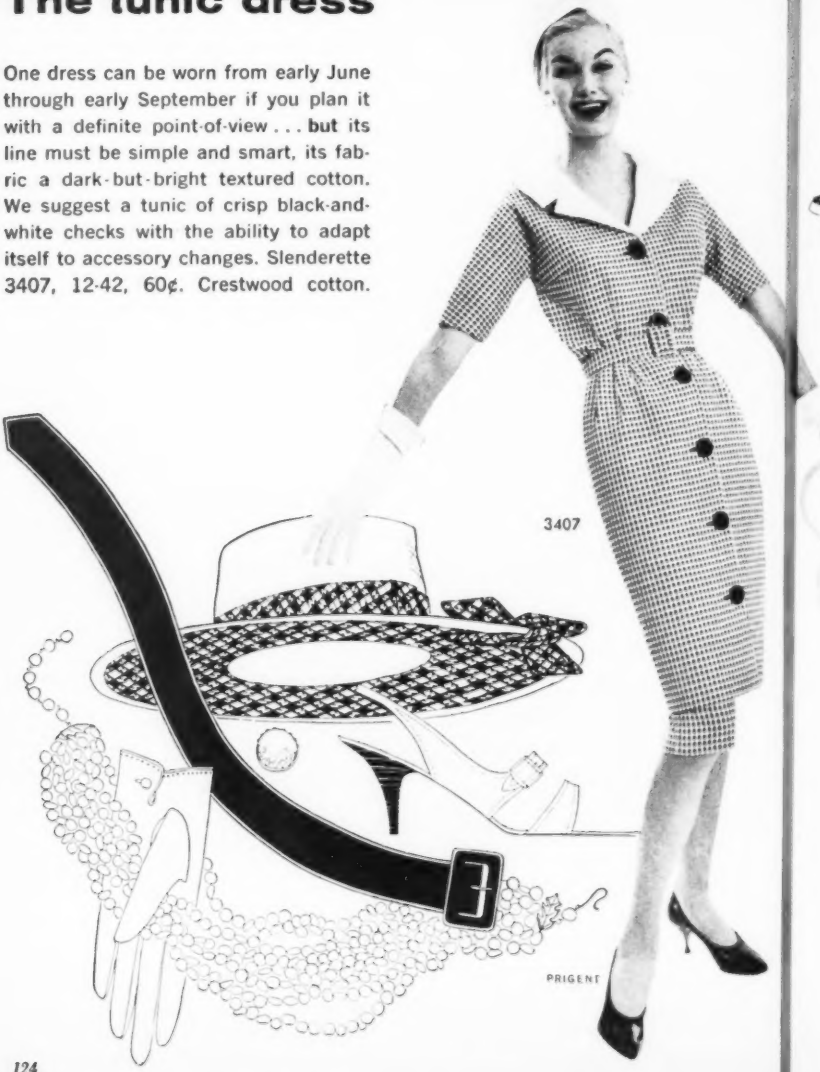
How to accessorize

Beginning summer, black-and-white checks turn most naturally to white accessories for the loveliest qualities of hot-weather dressing . . . Opposite page: choose a white straw sailor, faced with gingham, strands of white beads, black-and-white leather belt, white shortie gloves, open-toe shoes in white suede with a black stacked heel . . . and, with a look to fall, checks are **still** smart, accented with black. Start with a black velvet beret . . . add jet beads, grained leather bag, contour belt, black scalloped gloves.

Hats by Dachette, Emme Boutique;
jewelry by Castlecliff, Coro; belts by Elegant, Colony; Greta bag; DeLiso Debs shoes;
gloves by Wear-Right, Gant Madeleine

The tunic dress

One dress can be worn from early June through early September if you plan it with a definite point-of-view . . . **but** its line must be simple and smart, its fabric a dark-but-bright textured cotton. We suggest a tunic of crisp black-and-white checks with the ability to adapt itself to accessory changes. Slenderette 3407, 12-42, 60¢. Crestwood cotton.



A WOMAN CHOOSES

JOAN BLUME

How to accessorize

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Hats by Dachette, Emme Boutique;
jewelry by Castlecliff, Coro; belts by Elegant, Colony; Greta bag; DeLiso Debs shoes;
gloves by Wear-Right, Gant Madeleine

1 Denim goes shopping in a brass-buttoned vest and skirt cut leanly over its own white cotton sharkskin shirt. Slenderette 2933, 12-42, 60¢. Arnel denim, sharkskin by Andover. Coronet bag.

A WOMAN CHOOSES

2 Sharkskin's double-play: the easy cardigan jacket takes its stripes in high colors with shirt and shorts tailored in cool white. Slenderette 3012, 12-42, 60¢. Andover sharkskin

In warm-weather days, a woman likes to plan her wardrobe around one color — preferably a natural refresher, like leaf green, that can look smart as a costume, a shirtdress, a casual afternoon dress . . . and turn immediately chic with cool white accessories.

LEAF GREEN

For the half-size figure

Left to right: 3042, 12½-24½, 50¢, pure silk surah;
3406, 12½-22½, 50¢, Celanese Arnel and rayon;
3443, 14½-24½, 60¢, pure silk shantung;
3405, 12½-24½, 60¢, rayon acetate silk.
All Slenderettes. All fabrics, William Skinner

A WOMAN CHOOSES

Further advantages of a leaf-green wardrobe — the great way it shows up in sportswear, its happy kinship to polka-dots and prints, its love of bright white trimmings.

LEAF GREEN

For the half-size figure

A WOMAN CHOOSES

Left to right: 3476, an easy-living skirt and blouse, with bonus Bermuda shorts, 12½-24½, 60¢, cotton cord solid and print; 3442, full-skirted afternoon dress, 12½-24½, 60¢, cotton sateen; Simple-to-Make 2507, sundress with jacket, 14½-24½, 50¢, cotton sateen. All patterns, Slenderettes. All fabrics by Lawrence & Klauber

HERE'S HOW

TO save time for summer fun by sewing the Simplicity way

TO outline summer fashions with braid or binding

TO give a sharp turn to a pleated skirt

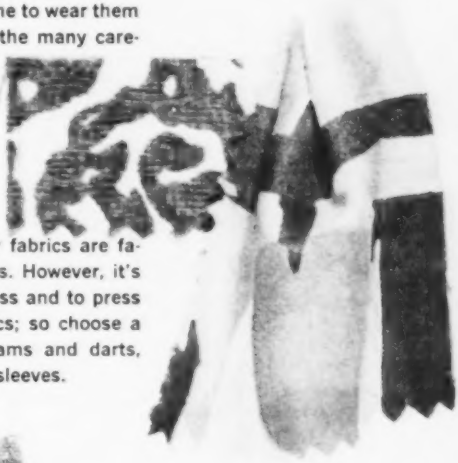
TO give a tunic skirt the leanest look and still have space to move

TO easily insert a two-piece gusset

TO make a giant pocket stand up and be noticed

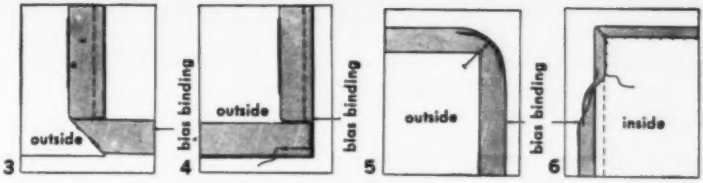
SUMMERTIME— WHEN SEWING IS EASY

There are so many wonderful things to do and places to go in the summertime, that you'll want lots of gay sun fashions for your busy outdoor life. There will be time to make them and time to wear them if you take advantage of the many carefree colorful fabrics that wash so easily, make light of ironing, and lend themselves to the simpler fashions that require less detailed sewing.



For active sportswear, the sturdy wash-and-wear fabrics are favored over the softer ones. However, it's harder to press out fullness and to press seams flat in these fabrics; so choose a pattern that has few seams and darts, and steer clear of set-in sleeves.

MUCH ADO ABOUT BRAIDS AND BINDINGS



Coats, suits, blouses, and dresses — just about everything is sharply outlined with braids or bindings this season, and there's a marvelous variety from which to choose.

Double check that the trim you select has the same washing and ironing characteristics as your fabric. Because most braids are loosely woven, it's a good idea to wash them before applying to a tubbable garment, unless they're labeled as pre-shrunk and colorfast.

Bindings are usually bias and most braids stretch easily, so be careful not to stretch them when applying. Your Pattern Primer points out where edging should be eased to give a smooth curve.

The chart above shows how to bind a sharp, neat outside corner. Figure a shows how to do slits and inside corners and also how to finish the ends of braids.

Bias binding has raw edges so machine stitch it, with right sides together, to outside edges of the garment, then turn and hem. Braid binding has a finished edge. Fold it in half lengthwise, place over edge to be bound, and stitch through all thicknesses, close to edge, or blind hem by hand. For braids applied on the outside of the garment, but not encasing the edge, pin braid in place, sew by hand or machine along each edge. Narrow or soutache braid can be stitched through the center.

1. Right sides together, stitch binding to one edge as far as corner stitching point.
2. To miter corner, raise needle out of material. Turn unstitched length of binding back on itself.
3. Fold binding at right angles to stitched edge, making a diagonal fold.
4. Turn bias strip back. Turn work. Lower needle into the binding at corner point — let thread extend over fold. Stitch along second side.
5. Pin the miter in place. Press binding toward edges.
6. Turn binding over edge. This also forms miter on wrong side. Turn raw edge under and hem.

Figure a
To finish the raw edge of braid that ravels, sew across, about ¼" from edge; gather slightly. Overcast raw ends, pulling thread so ends are narrower than braid. Fold over ends along stitched line, and catch down with small stitches.

THE SLIM, TRIM TUNIC SKIRT

To attain the arrow-thin look of the tunic dress, the portion of the skirt that extends below the tunic must be very narrow. But take heart, there is more than meets the eye in the hidden, upper section of the skirt. This part under the tunic is quite a bit fuller than the lower part of the skirt. It is eased onto the lean lower section with soft pleats. See Diagram **a**. Your Pattern Primer will give you all the construction details.

When you select fabric for your tunic, be sure it's opaque enough to hide the seams and pleats where the two sections of the skirt are joined. If you insist upon a transparent fabric, remember that you'll have to completely line the tunic.

The fabric for the upper skirt should be soft enough to form a smooth line under the tunic, yet firm enough to hold the lower skirt. It should also have a smooth texture, so the tunic will not cling to it. China silk, soft Siri, or any similar fabric will do the trick.

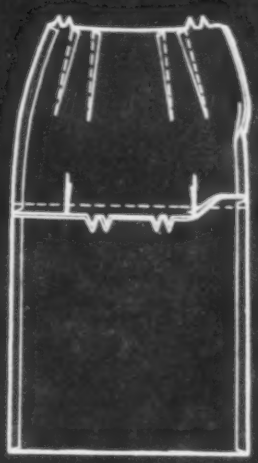
INSIDE FACTS OF SKIRTS

THE PERT PLEATED SKIRT

The secret of a sharply pleated skirt is each pleat being on the true straight grain of the fabric. An off-grain pleat will always be askew and difficult to press. Woven stripes or checks, or fabrics with obvious grains are the best bet because you can easily follow the grain line for your pleats.

The hem must be on the true cross grain, so put it in before the waistband is attached. Check skirt length, plus recommended hem width, and cut to this length. Once the skirt is hemmed, baste it to the waistband and then adjust length, if necessary, before stitching waistband. Because a zipper may be too bulky and the topstitching would ruin a loose pleat, a bound placket with snaps in an under-pleat crease is recommended for the skirt closing. See Diagram **b**.

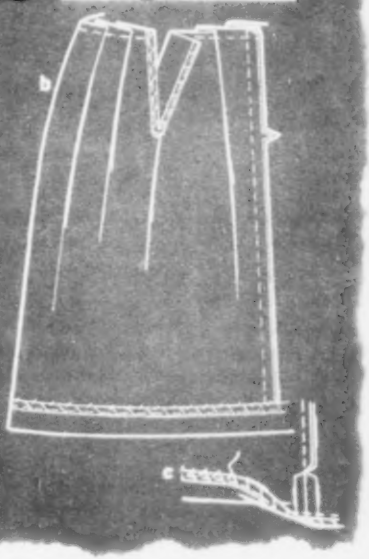
To keep under-pleat creases sharp, don't press seams open except at hemline, where it's necessary to eliminate bulk. See Diagram **c**. Use bias seam binding to finish hem edge, except on very lightweight fabrics.



a

3349

3466



b

c

THE EASY-TO-INSERT GUSSET

Gussets are small, but they are important in a bodice with all-in-one sleeves. They give a smoother fit through the shoulder and sleeve line, allow comfortable arm movement, and prevent tearing in the underarm seam.

There's no secret to putting one in. The chart at right shows how to insert the two-piece gusset and your Pattern Primer will give further details.

Cut a 2" bias square. On front, pin center of square over point, right sides together. Sew along stitching line, tapering to point. Slash to point.

ONE FITS—ONE FLATTERS

GIANT-SIZE PATCH POCKETS

The bigger the better — pockets have grown to mammoth sizes and show up in many places. Because of their size, most will need some inside help to retain a pert shape. How you do this depends upon the fabric and stiffness desired.

You can skip the lining if you're working on stiff fabrics like ticking or denim. And, on other firm fabrics, trim such as double stitching, binding, or braid may be enough to keep the pocket from sagging at the top. But for most fabrics, you'll need either a lining of a lightweight but firm fabric such as Siri, Veriform, or organdy, or a strip of interfacing applied along the top edge.

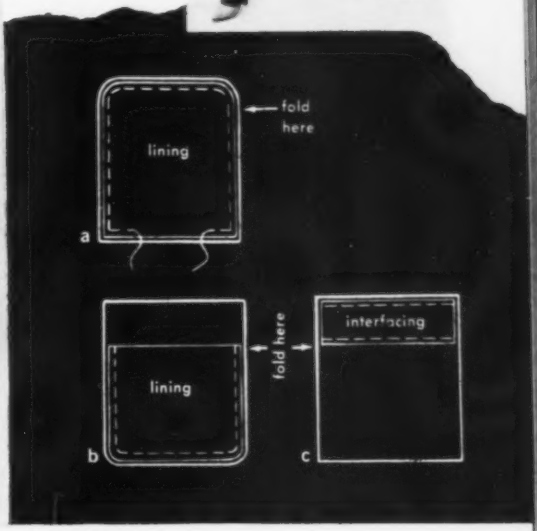
To completely line a one-piece pocket-and-flap, stitch lining to outer fabric, right sides together, and leave an opening to turn, see figure a. Trim, turn, and press. For a pocket without a flap, extend lining to hemline, see figure b, and turn hem over the lining. If a full lining is too heavy, apply interfacing on wrong side of pocket hem and sew along hem edge and just inside the hemline, see figure c. Be sure lining fabric is pre-shrunk — that also goes for pocket braid and binding.

Turn square to inside. Turn slash edges, keeping stitching slightly to wrong side as you press

Pin gusset in place under pressed edges of slash and topstitch.

3353

3463



IT WAS A GARDEN WEDDING

The month is June, the garden is alive with flowers, and you are the bride-to-be! In such a setting as a garden creates, on such an occasion as your wedding — You, naturally, want to be your most beautiful and feminine self!

With *you* in mind, Simplicity has designed a wedding dress for the pure reflection of your loveliest qualities. Influenced by fashion's feminine turn, this gown literally floats down the aisle with full-blown sleeves, lightly bowed, and clouds of skirt . . . all from purest white silk embroidered organza.

Gown sizes 11-18, 60¢. Gottschalk pure silk embroidered organza, $4.98 a yard; headdress by A. & M. Rosenthal; Richelieu pearls

PELLEGRINI

3469

3290
3001

PELLEGRINI

WEDDING

(continued)

Flower-Girl

leads the procession in a sweet little showing of dotted swiss — miniature version of fashion's mushroom sleeves and gathered skirts, caught with a long yellow sash to match her roses . . . 3290, 1-6, 40¢. A. E. Nathan's dotted cotton swiss

Maid-of-Honor

repeats the pale yellow motif in a feather-light dress of cotton organdy . . . full of sleeve, full of skirt and detailed with delicate rows of lace, covered buttons, a ribbon-bow waist. 3001, 11-18, 50¢. A. E. Nathan's cotton organdy, Thomas Wilson lace trim

Mother of the Bride

achieves a quiet loveliness is pale grey Chantilly lace, cut with flattering scallops at the neckline, a slight round of pleats at the skirt. Slenderette 3045, 12-42, 50¢. Ametex acetate and nylon lace. Sally V hat

ingredients: a blue sky to be lived under, the *fun* of eating outdoors together, party and pink lemonade time, living on the patio . . . and the luxury of making colorful crease-resistant cottons . . .

A SUMMER MENU

mix: flower prints and solids for your daughters and you, to be trimmed with rick-rack or lace—crisp cotton checks for the littlest male—for the man of your house, a shirt of silky cotton geometric

& *ALL OF YOU*

patterns (left to right)
3419, sizes 1-6, 40¢; 3372, sizes 7-14, 40¢; 3288, sizes 1-4, 40¢; 4981, sizes S-M-L-XL, 40¢; Simple-to-Make 3298, sizes 9-16, 50¢.
All fabrics: Ely & Walker

There's no time like summertime to play outdoors, and badminton's a game your whole family can enjoy — gentle or fast the shuttlecocks soar like white birds across your lawn . . .

GAME'S OVER —

it's *fun* whether you play a swift game of doubles or just relax

in these feather-light fabrics, comfortable, cool, easy-care Arnel, cotton and rayon blends

WHO WON?

Left to right:
3024, 7-14, 50¢;
2061, 2-6, 40¢;
1407, S-M-L-XL, 40¢;
3270, 10-18, 60¢;
2357, 1-6, 40¢.
All: Reltex fabrics,
Coats & Clark zippers
B.G.E. Originales
Buttons

JAMES ABBE

3022

you're having a baby

you'll want, more than any other thing, a closetful of delightfully fresh overblouses . . . ready at moment's notice to ride atop coordinated skirts or picnic pants. Here, for your choosing, two basic patterns, to be mixed and matched in as many ways as your imagination allows! Left: 3022, 11-18, 60¢ — a coordinated print top and skirt or, solidly, a sleeveless top over tapering pants. Right: 3344, 11-18, 50¢, three ways to make the top — with oriental influence or deep evening collar. All fabric by Ameritex. Wright's novelty trim.

If you're
3345

having a baby

a dress of soft and supple line is, consistently, one of your most flattering fashions . . . and once you've found the right line, you can follow it from afternoon through evening with only minor accessory changes. Simplicity suggests 3345, 11-18, 60¢ — a sweetly versatile dress — its tiny top stopped just below the bosom with a band that looses softly billowing skirts. For afternoon, it takes small sleeves and lightly turned collar, in a coral woven cotton print. Night lights see it bared of collar and sleeves, in a cool, voile-like cotton shot with embroidered coral dots. Hope Skillman fabrics.

3345

SUPER MARKET SPECIAL

BARGAIN OF THE DAY: GINGHAM

Like mother, like daughter... gingham checks are in great demand with big and little girls alike — and especially fun, we think, done in look-like-me dresses... Great economics too, with Dan River combed cotton checks at only 79¢ a yard. Above: mother, 3081, 11-18, 60¢, about $7.30 to make; daughter, 3178, 1-6, 50¢, about $4.10. Below, left to right: daughter, 3341, 7-14, 50¢, about $3.00; mother, 3340, 11-18, 60¢, about $5.30; mother, 3430, 11-18, 60¢, about $4.90; daughter, 3460, 2-6, 40¢, about $2.90.

3178

3081

40¢, about $2.90.

SUPER-MARKET SPECIAL

BARGAIN: TICKING

Anyway you take it — a slim and sleeveless sheath, or a brief top with solid skirt — ticking is a wonderful way to look cool. Avondale denim, ticking stripes and solid, 79¢ a yard. Dress, Simple - to - Make 2991, 11-18, 40¢, about $4.50 to make; separates, 3357, 11-18, 60¢, about $3.80 to make. Costumakers brass buttons.

BARGAIN: DENIM

Extending its influence, denim has quickly made the jump from boy type fashions to the definitely sugar 'n spice clothes of gals on the move. Shaped into easy separates, left: blouse, 3021, 10-18, 40¢; skirt, 1490, 23½-30, 40¢; both Simple-to-Make for about $4.60 total. Right: Dress, 3338, 11-18, 50¢. About $4.50 to make. Boiltex rick-rack, Prims self buttons. All fabric, Cone Mills Sanforized denim, 69¢ a yard.

JAMES ABBÉ

Modern Miss

- *Jane Fonda and Tony Perkins have a date*
- *Ready-to-go separates*
- *Sun-catching dresses*

After days of hard work on the set of "Tall Story", Tony Perkins and Jane Fonda were ready for a day of relaxation . . . and decided to spend it together doing all the things they loved best: beachcombing, a quiet lunch with lots of time for talk, and an evening of dancing.

Knowing Tony's appreciation for tasteful dressing, Jane planned her wardrobe for the day around favorite outfits – all made from Simplicity patterns... When Tony arrived, Jane was ready for the beach in an easy kind of waist-skimming top and boy-shorts (both Simple-to-Make 3428, 11-18, 60¢; top, DuPont Dacron and cotton print; shorts, Bates cotton) . . . In a sunny mood, Jane dressed for lunch in a bare-arm sheath of bright orange, jacketed in yellow (3425, 11-18, 60¢, H. Bates Jrs. Avisco rayon). And Tony was all admiration for Jane's purely feminine dance dress – pale yellow embroidered organdy over cotton satin, carved deeply at neck with full skirts ready for a twirl (3015, 11-16, 60¢, H. Bates fabric, Pellon interfacing).

With these fashions, Jane wears Dawnelle gloves, Hanes hosiery, Capezio shoes. All outfits feature Talon zippers.

Backviews begin on page 186; Yardages, page 189; shopping information, page 191

Ready-to-Go Separates

get set with pink

Destination: the beach. Baggage: a separates collection that takes mere moments to sew. Mix terry-cloth stripes with solid pants . . . top. Simple-to-Make 3343, 9-16, 30¢; pants, 2996, 24-28, 50¢, in Concord cotton sharkskin . . . *or* vest and Bermudas of Milliken's white and washable wool flannel, bloused with Crompton cotton. Blouse and vest: Simple-to-Make 3116, 10-16, 40¢. Bermuda shorts, 2996, 24-28, 50¢

3343
2996

3116
2996

Destination. summer date-life. What to take: the kind of separates that guarantee compliments only! Left: the blouse – square-ish, sleeved with a whimsy of Schiffli-embroidered batiste and barely skimming a reed-slim skirt. Top: 3343, 9-16, 30¢; skirt, 2654, 24-32, 40¢, both Simple-to-Make, in Fuller cotton. Below, left, the line moves from tiny straps to a deep scoop of pale pink, then tucks itself into a swish of skirts. Top: Simple-to-Make 3021, 10-18, 40¢. Skirt and cummerbund: 2426, 10-16, 40¢. Both, Peter Pan Everglaze cotton. Right: for square-dances and such, a matching bertha top and dirndl skirt. Simple-to-Make 2426, 10-16, 40¢, Stevens cotton. Trimtex rick-rack

3343
2654

3021
2426

2426

3426

Opposite: the most flattering frame-up ever — the basic bare-back dress takes to white trimmings and flares to its fullest below a wide belt. It's in sailcloth, by A. E. Nathan.

The sun-catchers: *3 bare-back looks from 1 Simple-to-Make pattern*

3426

Three for the money and ready to sew...it's the sun-lovingest dress of the season, done in a triple show of fabric — to show your back to its best advantage. Above: floral print shaped to a squarish back, full skirts. Peter Pan cotton. Below: the same dress, scooped from gingham checks. Fruit of the Loom cotton. All views, Simple-to-Make 3426, 10-16, 60¢

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3426

sing a
song of

Play Clothes

pockets full
of sun—
for eight & thirty
dollars
you'll have
months of
fun!

You're bright-alive
in a red-printed shirt of
Indian Head cotton . . .
with white clam-diggers.
3502. 8s-14s. 50¢.
About $4.60 to make.

If *You* are a sub-teen you're in luck with Simplicity's trunk-ful of vacation playclothes (and dresses too!) ready to sew in a jiffy for a total cost of about $38. Below: *two* wonderful outfits from *one* pattern — Simple-to-Make 3019, 8s-14s, 50¢. Indian Head cotton. Shorts, top, about $3.20; pants, top, $4.60

Sing a song of full skirts

4 dresses—each about $6 or $7 to make

3365

3364

3365 — 8s-14s, 40¢ the checks are pink and trimmed with lace, the skirt is miles wide. Fruit of the Loom cotton. About $7.10 to make.

3364 — 8s-14s, 40¢ crisp pink-and-coral plaid, perfect for mammoth sashes, mammoth skirts. Dan River cotton. About $5.40 to make

3364

3455

3455 — 8s-14s, 50¢
the important
white dress,
gathered from yards
of miniature
pique (Fruit of the
Loom) and topped
with hot-pink print.
About $7.10 to make.

3410

3410 — 8s-14s, 40¢
a most delicate
way to look—
soft-pleated skirts,
lowered waist,
back-bow.
Dan River "eye-
lash" cotton.
About $6 to make.

It's a barefoot kind of time, a season of pure freedom when the toes wiggle in sand, the arms push through water, and the whole body is alive to the sunshine!

summer is for CHILDREN

Summer, too, is the kind of time when a child goes through a dozen play outfits at a moment's notice . . . when adventures demand clothes that will wear and wear and wear . . .

The answer? A new collection of summer fabrics made for pure fun:

Ticking... bright-and-striped

Denim... for the Rough 'n Tumbles

Gingham... for dress-up days

Seersucker... wash and wear delight

3499

Opposite: For the frolic of it — a flower-bright playdress, unbuttoned over fancy pants . . . 3499. 1-6, 40¢. Crompton cotton. About $4 to make

Backviews, page 184; yardages, page 185; shopping information begins on page 191

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185;
191

ABBC

denim twins

. . . in solid denim shirts trimmed around the collars and down the button rows with the same stripes that gather for a twirling skirt or smooth to neat-fitting shorts. Both Simple-to-Make 3500 1-6, 40¢. Cone Mills Sanforized cotton denim. Each about $2.40 to make

ABEE

3500

ABBE

play mates

Sun-lovers both . . . the little-girl half all printed with flowers and tied for tiny shoulder bows and a big sash, 3498, 1-6, 40¢; the little-boy half boasts elasticized trousers, colored binding, 3029, 1-4, 40¢ Both Everfast cotton cord pique. Wright's bias tape. Each about $2.60 to make.

3498

3029

3494

the sassy set

Left: the stripes have it, in bold-bright blue — stretched up and down tapering pants and edged around the bare white top . . . 3494, 7-14, 50¢, in Sanforized cotton sailcloth by Riegel. Coats & Clark zippers. About $4.40 to make

Right: up to some new tricks — one pattern that makes two blouses, a skirt and Bermuda shorts . . . in solid blue, polka-dot white, or mixed the way you like . . . 3456, 7-14, 50¢. Fruit of the Loom cotton. B.G.E. Originales buttons. Each about $5.00 to make

3456
3456

ticking time...
In happy agreement — these matching run-abouts . . . hers, anchored at shoulders; his, shaped to brief pants. Both Simple-to-Make 3497, ½-3, 40¢. Fabric, both pages, Avondale ticking-stripe cotton denim. Each about $2.50 to make
3497
3497

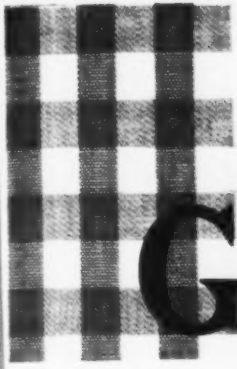
3027

2095

in the backyard

Two ways to wear ticking . . . left: a red-striped overblouse launches over matching pants, with a solid shirt tucked under both. 3027, 1-6, 50¢, about $4 to make; right: midriff top and shorts — color-bound to match the stripes. 2095, 1-6, 50¢, about $2.70 to make

3495



she's pretty as a picture in pastel Gingham

Opposite: in her Sunday-best . . . a checky gingham dress, unsleeved and banded down the front to wide belt, wide skirts . . . and daisy-trimmed with a Singer Slant-O-Matic. 3495, 7-14, 40¢. All fabrics this page, William Anderson cotton gingham

Above: gingham checks from top to bottom, with a wide sash-ay of color that matches the bindings of neck and sleeve. 3413, 7-14, 40¢. Far left: a white bodice—inlaid and skirted with little-girl checks. 3419, 1-6, 40¢. Left: checks go Puritan—with wide white borders that move around the hem and down the bodice. 3458, 1-6, 40¢

ALISON

Variety

is the spice of little-girl dressing— when everything is pretty

Left: two for the party—one who loves the stripe-y skirts and sleeveless jacket of 3451, 7-14, 50¢ . . . and her friend, also a full-skirt lover, who prefers polka-dots, 3457, 1-6, 40¢.
All fabric, Quadriga Cloth by Ely & Walker

Opposite: more Saturday afternoon favorites . . . the first shows off its newly lowered waist and a big bow-sash, 3459, 2-6, 40¢ . . . the second is mostly bright stripes, with a deep hem of white, 3450, 7-14, 50¢.
Wright's rick-rack

3459
3450

Stripes

are for her perkiest "go-places, do-things" days—in seersucker

Opposite: she takes her stripes in pinafore-fashion, 3379, 1-6, 50¢. Forge Mills cotton seersucker. Wright's eyelet trim

Above: two girls and a fella, ready for a party in their best bib 'n tuckers—all striped, and all made from Galey & Lord's wash-and-wear Dacron and cotton. From left to right: 3412, 7-14, 50¢; Simple-to-Make 3418, 1-6, 40¢; 3330, 2-8, 50¢

3379

1151

Go *with a hop and a skip and a jump— straight to the beach in* Seersucker

Because they're regular sand-pipers on the beach, because they love to wriggle in the water and dig tunnels and move in every direction their bodies ask — they need sun-suits made for activity. Opposite: from the same pattern, two from Forge Mills cotton seersucker, 1151, ½-3, 40¢, with United Carr's "Dot" snappers

Below: boy-girl variations on a single sun-suit— his cut straight and spare, hers with bows and bloomers. 2130, ½-3, 40¢. Both from William Lind woven cotton seersucker

Backviews *for styles shown on pages 168 through 183*

1151 1151 2095 2130 2130 3027 3027 3029 3330

3330 3379 3412 3413 3418 3419

3450 3450 3451 3451 3456 3456 3457

3458 3458 3459 3459 3494 3495 3495

3497 3497 3498 3499 3499 3500 3500

APPROXIMATE YARDAGES

for pages 168 through 183

All Simplicity Patterns are printed. Patterns are 30, 40, 50, or 60 cents. Yardages are given here in only one size to serve as estimates. Check yardages for your size on the back of the pattern envelope before buying fabric.

NO.	PAGE	SIZE		YARDS	WIDTH
1151	182	2	girl's		
			sunsuit	1	45"
			boy's		
			sunsuit	1	45"
2095	175	4		1	36"
2130	183	2	girl's		
			sunsuit	1	36"
			boy's		
			sunsuit	3/4	36"
3027	175	4	top and		
			slacks	2 1/4	36"
			blouse	7/8	36"
3029	171	2		7/8	36"
3330	180	6		2 3/4	45"
3379	181	4		2	45"
3412	180	8		2 1/4	45"
3413	177	8	dress	2 1/4	45"
			sash	3/4	45"
3418	180	4		1 3/4	45"
3419	177	4	bodice	7/8	45"
			skirt	1 3/8	45"
3450	179	8	bodice and		
			skirt	2 1/2	36"
			contrasting		
			skirt band	7/8	36"
3451	178	8	dress	2 3/8	36"
			top	1 1/8	36"
3456	173	8	sleeveless		
			blouse	1 1/8	36"
			short-sleeved		
			blouse	1 1/2	36"
			skirt	1 7/8	36"
			shorts	1	36"
3457	178	4		2 1/2	36"
3458	177	4	collar and		
			skirt band	1 1/8	45"
			bodice and		
			skirt	1 5/8	45"
3459	179	4		1 7/8	36"
3494	172	8	top	1/2	41"
			slacks	1 1/2	41"
3495	176	8		2 5/8	45"
3497	174	2	girl's		
			dress	1	36"
			boy's		
			sunsuit	1 1/2	36"
3498	171	4		1 7/8	36"
3499	169	4		1 3/8	36"
3500	170	4	blouse	3/4	36"
			shorts	7/8	36"
			skirt	1 3/4	36"

Backviews *for styles shown on pages 26 through 167*

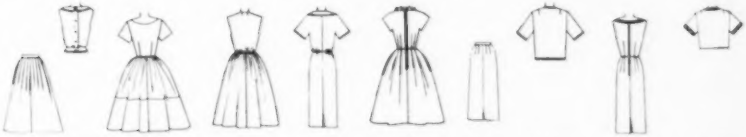
Cover

3288 3288 3290 3297 3297 3297 3298 3300 3300

3301 3305 3306 3306 3309 3309 3309 3314 3338 3340

3341 3343 3344 3344 3345 3345 3349 3349 3350

3353 3357 3364 3365 3366 3369 3369 3372 3380

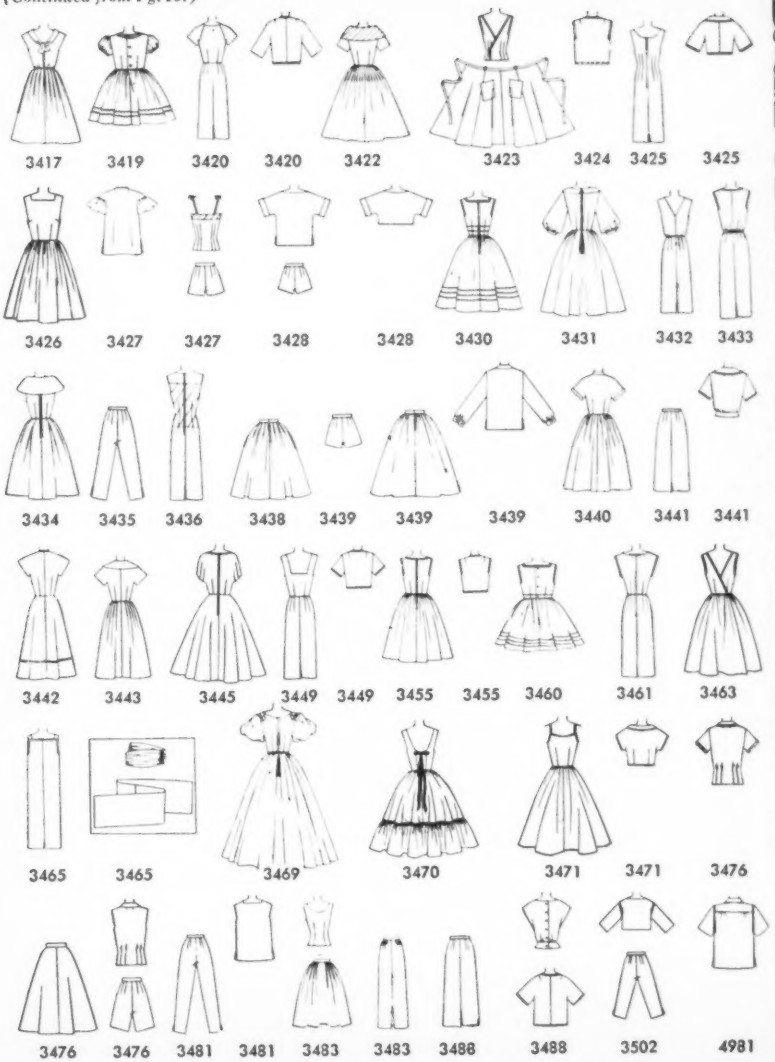


3381 3381 3384 3385 3390 3392 3393 3393 3398 3398

3399 3399 3401 3402 3405 3405 3406 3407 3407 3410

(Continued Pg. 188)

(Continued from Pg. 187)



425

3433

3441

463

3476

4981

APPROXIMATE YARDAGES

for pages 26 through 167

All Simplicity Patterns are printed. Patterns are 30, 40, 50, or 60 cents. Yardages are given here in only one size to serve as estimates. Check yardages for your size on the back of the pattern envelope before buying fabric.

NO.	PAGE	SIZE		YARDS	WIDTH
1174	148	14	top	2	45"
			shorts	1¼	45"
1407	147	Med.		2⅜	45"
1490	101, 157	26		2⅞	45"
2061	146	4		1⅝	36"
2357	147	6		1	45"
2426	161	14	blouse	1⅜	36"
			skirt	4⅛	36"
2507	131	14½		4⅛	41"
2654	161	26		1⅞	36"
2933	126	14	blouse	2⅛	36"
			skirt and jacket	3⅜	36"
2934	76	14		3⅝	36"
2958	100	14		4¼	36"
2991	156	14		3⅛	36"
2995	113, 116	14	top	1	36"
			shorts	1⅝	36"
2996	112, 117	26	clam-diggers	2¼	36"
	160	26	Bermudas	1	54"
3001	142	14		5⅛	36"
3012	127	14	blouse	1½	45"
			shorts	1⅛	41"
			jacket	2⅛	36"
3015	159	14		4¼	36"
3019	165	10s	sleeveless top	1	36"
			short-sleeved top	1⅛	36"
			shorts	1	36"
			slacks	2	36"
3021	157, 161	14		1¼	36"
3022	150	14	top and skirt	4¼	36"
			sleeveless top	2⅛	36"
			pants	2	36"
3024	146	B	top	½	36"
			shorts	⅝	45"
3042	128	14½		4⅜	41"
3045	143	14		3	41"
3051	78	14	blouse	1⅞	45"
			shorts	1	45"
3081	154	14		4⅜	36"
3116	160	14	jerkin	1⅛	54"
			blouse	2⅛	36"
3150	90	14		4⅞	36"
3153	102	14		3⅜	41"
3178	154	4		2⅛	36"
3203	113, 117	14		4	36"
3208	112, 116	14		5½	36"
3257	82	26		2⅜	36"
3270	147	14	overblouse	2⅛	45"
			slacks	2	45"
3271	92	14		5⅛	36"
3277	101	14		1⅛	45"
3283	32	14		2¾	45"
3288	144	2	shirt	⅝	36"
			pants and trim	1	36"
3290	142	4		2½	36"
3297	114	14	big-sleeved top	2⅜	36"
	114	14	slacks	2⅜	36"
	115	14	sleeveless top	1⅜	36"
	115	14	skirt	2¾	41"
3298	145	14		5¼	36"
3300	68	14	dress	2⅛	45"
			jacket	1¼	45"
3301	86	14		4¼	36"
3305	53	14		2⅝	45"
3306	70	14		3⅝	45"
3309	149	14	blouse	2⅝	36"
			jacket	2⅝	36"
			pants	2½	36"
			skirt	2⅛	36"
3314	94	14		3⅞	36"
3338	157	14		3⅞	36"
3340	155	14		4⅝	36"
3341	155	B		2½	36"
3343	82, 160	14	blouse	1⅜	36"
	161	14	sleeves	1⅝	5½"

(Continued Pg. 190)

(Continued from Pg. 189)

NO.	PAGE	SIZE		YARDS	WIDTH
3344	151	14	portrait-collared	2⅛	45"
			sleeveless	1⅝	45"
			short-sleeved	1¾	45"
3345	152	14	short-sleeved	3⅞	45"
	153	14	sleeveless	3½	45"
3349	80	14	tunic and lower skirt	2⅞	36"
			upper skirt	⅞	36"
3350	60	14		3½	36"
3353	84	14		4⅝	36"
3357	156	14	top	1	36"
			skirt	1⅞	36"
3364	166	10s		4¼	36"
3365	166	10s		3¾	36"
3366	120, 123	14		3½	45"
3369	59	14	jacket	2⅜	36"
			overblouse	1½	36"
			skirt	2⅞	36"
3372	144	8		2¾	36"
3380	121, 122	14		4¼	45"
3381	60	14	overblouse	1½	45"
			skirt	2¾	45"
3384	64	14		4⅜	36"
3385	65	14		4	36"
3390	63	14		2⅜	45"
3392	62	14		3⅝	36"
3393	61	14		2¾	45"
3398	69	14		3	45"
3399	41	14	coat	2¾	45"
			dress	2⅛	45"
3401	121, 123	14		2⅜	45"
3402	112, 117	14		2⅛	36"
3405	129	14½		3⅝	45"
3406	128	14½		2⅞	45"
3407	124	14	tunic and lower skirt	3	45"
			upper skirt	⅞	36"
3410	167	10s		3¼	36"
3417	61	14		3¾	45"
3419	144	4		1⅞	36"
3420	120, 122	14		3¾	45"
3422	67	14		4	36"
3423	28	14		4⅜	41"
3424	57	14		1¼	41"
3425	44, 159	14	dress	1⅞	45"
			jacket	1⅝	45"
3426	98, 163	14	v-back	3¾	36"
	99, 162	14	square-back	4	36"
	162	14	round-back	3⅝	36"
3427	26	14	top and shorts	1½	45"
			beach coat	1¾	45"

NO.	PAGE	SIZE		YARDS	WIDTH
3428	54	14	waist-length top	1⅝	36"
	88	14	hip-length top	2⅝	36"
	158	14	shorts	1	36"
3430	155	14		3⅝	45"
3431	66	14		5⅝	45"
3432	38	14		2⅜	45"
3433	52	14		2	45"
3434	33	14		3⅜	39"
3435	43	26		1¾	36"
3436	30	14	yoke and skirt	1⅝	41"
			bodice and upper skirt	⅞	41"
3438	57	26		2⅝	41"
3439	42	14	skirt	3	36"
	42, 43	14	blouse	3	36"
	43	14	shorts	1	36"
3440	55	14		4	45"
3441	31	14		3⅛	41"
3442	131	14½		3	41"
3443	129	14½		4	41"
3445	46	14		4⅛	45"
3449	71	14	dress	2¾	45"
			jacket	1	45"
3455	167	10s	dress	3¼	36"
			jacket	1	36"
3460	155	4		1¾	36"
3461	104	14		3⅛	36"
3463	56	14		4¼	36"
3465	45, 51	14		2¼	45"
3466	Cover	14		4	45"
3469	141	14		7¼	41"
3470	47	14		4¾	45"
3471	29	14		5¾	36"
3476	130	14½	sleeveless blouse	1½	41"
			short-sleeved blouse	1½	41"
			shorts	1¼	41"
			skirt	2¼	41"
3481	27	14	tunic	1⅝	41"
			slacks	2	41"
3483	34, 35	14	top	1⅜	36"
	34	14	full skirt	1⅞	41"
	35	14	top and slim skirt	3	45"
3488	40	14	jacket and skirt	2⅞	45"
			blouse	1⅝	45"
3502	164	10s	top	1½	36"
			pants	1¾	36"
4981	145	Med.		2⅞	36"

ACCESSORY INFORMATION

for Summer 1960

If you would like information regarding the store in your vicinity which carries accessories featured in this issue, write directly to the manufacturers listed below. (Unless otherwise indicated, all of them are in New York City.)

Hats

Pages 37, 40, 49, 61, 68, 70, 96
John Frederics Inc. 6 West 57th Street

Pages 26, 31, 36, 41
Betmar Hats Inc., 1040 Sixth Avenue

Pages 51, 54, 57
Madcaps Co., 28 West 39th Street

Pages 78, 88
Sunwear Inc., 1407 Broadway

Pages 76, 124
Dachette Inc., 78 East 56th Street

Page 125
Emme Boutique, 19 West 57th Street

Page 143
Sally Victor Inc., 18 East 53rd Street

Page 97
Therese Ahrens Inc., 417 Fifth Avenue

Page 98
Cole of California Inc., 2615 Fruitland Avenue, Los Angeles 58, California

Handbags

Pages 34, 90, 92, 94, 122
Brightman Products Co. 393 Fifth Avenue

Pages 30, 31, 37, 49, 96
Park Lane Handbag Co., 14 East 33rd Street

Pages 59, 60, 61, 76
Calderon Belts & Bags, Inc., 389 Fifth Avenue

Pages 41, 125
Greta Originals, 12 East 33rd Street

Page 126
Coronet Handbags Inc., 6 East 32nd Street

Page 156
Rolfs, 330 Fifth Avenue

Shoes

Cover, pages 37, 64, 65, 97, 122, 123
Pappagallo Inc. 122 Fifth Avenue

Pages 28, 29, 32, 35, 38, 42, 45, 46, 47, 48, 51, 52, 53, 55, 56, 57, 76, 80, 82, 84, 86, 90, 92, 94, 96, 103, 112, 113, 114, 115, 116, 117, 142, 143, 154, 155, 156, 157
Capezio Inc., 9 West 61st Street

Pages 43, 48, 78, 88, 98, 127
Bernardo Sandals Inc. 17 East 22nd Street

Pages 33, 34, 41, 44, 68
I. Miller & Sons Inc., 717 Fifth Avenue

Pages 71, 124
DeLiso Debs, 25th & Madison Street, St. Louis 6, Missouri

Pages 40, 48
Valentine, 350 Fifth Avenue

Page 36
Fortunet by Glendale, 350 Fifth Avenue

Page 122
Mademoiselle Shoes, 350 Fifth Avenue

Page 147
United States Rubber Co., 1230 Avenue of the Americas

Jewelry

Cover, pages 28, 29, 43, 44, 78, 88, 98, 126
Van S Authentics, 10 West 32nd Street

Pages 30, 31, 32, 34, 37, 42, 45, 48, 51, 52, 53, 54, 55, 57, 67, 86, 99, 100, 121, 122, 123
Marvella, 383 Fifth Avenue

Pages 35, 43, 59, 61, 66, 84, 106, 125
Coro Inc., 47 West 34th Street

Pages 32, 36, 41, 48, 124
Castlecliff Inc., 366 Fifth Avenue

Pages 154, 155, 156, 157
Monet Jewelers, 6 West 32nd Street

Pages 38, 62, 69, 71
Vogue Jewelry Novelty Co., 10 East 38th Street

Pages 36, 42, 45, 48
Judith McCann Designs, 20 West 37th Street

Pages 40, 60, 68
Accessocraft Products Corp., 389 Fifth Avenue

Pages 47, 48, 82
Brania Inc., 389 Fifth Avenue

Pages 35, 76
Sandor Goldberger Inc., 7 West 36th Street

Pages 33, 46
Haskell Jewels Ltd., 392 Fifth Avenue

Page 36
Cadoro Jewels Co., 389 Fifth Avenue

Page 70
Robert N. Mandle, 389 Fifth Avenue

Page 80
Capri Jewelry, Inc., 392 Fifth Avenue

Page 90
Schreiner Jewelry Co., Inc., 39 West 37th St.

Page 141
Richelieu Corp., 393 Fifth Avenue

Gloves

Pages 30, 31, 51, 53, 60, 61, 62, 71, 90, 120, 122, 124, 143
Wear-Right Gloves Inc., 244 Madison Avenue

Pages 76, 92, 94, 96
Hansen Glove Corp., 500 Fifth Avenue

Pages 125, 141, 142
Kislav, 437 Fifth Avenue

Pages 34, 59
Crescendoe Gloves Inc., 240 Madison Avenue

Page 48
Superb Glove Co., 240 Madison Avenue

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Belts

Cover, pages 52, 64, 65, 78, 96, 103, 124, 127
Elegant Belts Creations, 6 East 32nd Street

Page 61
Calderon Belts & Bags, Inc., 389 Fifth Avenue

Page 66
Burkbe Leather Co., Inc., 29 West 36th Street

Page 125
Colony Accessories Ltd., 6 West 37th Street

Scarves

Pages 27, 42, 71, 80, 96, 97, 98
Glentex, 417 Fifth Avenue

Pages 72, 121
Novelty Veiling Co., Inc., 1 West 37th Street

Bridal Party Head Pieces

Pages 141, 142
A. & M. Rosenthal, 110 West 40th Street

Woven-edge Ribbons

Pages 25, 35, 145
Ribbon Fashions Associates, 38 East 57th St.

French Purse & Lighter

Page 97
Prince Gardner Co., Inc., 1234 South Kingshighway, St. Louis 10, Missouri

Sunglasses

Cover, pages 40, 43, 78, 98, 126
Riviera Trading Corp., 295 Fifth Avenue

Pages 26, 27, 36
American Optical Co., 155 East 44th Street

Page 28
Marietta Larsen Co., 358 Fifth Avenue

Beach Accessories

Bag, page 96
Marietta Larsen Co., 358 Fifth Avenue

Towels, page 127
Martex, 111 West 40th Street

Hair Pieces

Pages 114, 115
Joseph Fleischer & Co., 12 West 27th Street

Bras & Foundations

Pages 116-117
Exquisite Form Brassiere Inc., 159 Madison Avenue
Phantoms Inc., 20 West 33rd Street
Maiden Form Brassiere Co., Inc., 200 Madison Avenue
Warner's, 200 Madison Avenue

Luggage

Pages 38, 49
Mark Cross Co., 1926 Broadway

Page 40
United Luggage Co. Inc., 379 Fifth Avenue

Props

Camera, page 72
Minolta Cameras, 150 Broadway

Chair and badminton set, page 146
Shooting stick and binoculars, page 58
Abercrombie & Fitch Co., Madison Avenue & 45th Street

Children's Section

Hat

Page 170
Sunwear Inc., 1407 Broadway

Shoes

Pages 170, 172, 173, 175
Bernardo Sandals Inc., 17 East 22nd Street

Pages 171, 173, 174, 175
United States Rubber Co., 1230 Avenue of the Americas

Pages 171, 181
Capezio Inc., 9 West 61st Street

Parasol

Page 176
Uncle Sam Umbrella Shop, 110 West 45th St.

Toys

Pages 169, 171, 174, 175
Ideal Toy Corp., 200 Fifth Avenue

Cosmetic Prices

Helena Rubinstein, page 107:

Heart-Shape lipstick	$1.50*
eye shadow stick	$1.50*
eye liner brush	$1.00*
waterproof liquid eye liner	$1.50*
Mascaramatic	$2.00*
Everpoint eye pencil	$1.50*
Silk-Tone make-up (1 oz.)	$1.50*
Silk-Tone face powder (2 oz.)	$1.50*
Wake-Up Cream (⅞ oz.)	$1.00*
Eye Cream Special (¼ oz.)	$1.25*
nail lacquer (½ oz.)	$ .75*

Pages 110-111:

Rubinstein's Heaven Sent Apothecary Cologne (6 oz.) . . . $3.00*
Revlon's Aquamarine Spray Mist (3½ oz.) . . . $3.00*
Chanel No. 5 Cologne (8 oz.) . . . $9.00*
Coty's Muguet Mist (3½ oz.) . . . $3.50*
Lentheric Miracle Mist (3 oz.) . . . $3.00*
DuBarry's Seven Winds (2 oz.) . . . $2.50*
Charles of the Ritz Fresh Paint polish set . . . $2.00*
Nudit by Rubinstein (4¼ oz.) . . . $1.50*
Pretty Feet (8 oz.) . . . $3.00*
Noxzema medicated shave cream (6¼ oz.) . . . $ .79*
Ardena Foot Lotion (3 oz.) . . . $1.25*
Ardena Electric Wax Eradicator set . . . $6.00*
Sardo Lipodermic Bath (4 oz.) . . . $3.00*
Lady Schick Electric Shaver ("Crown Jewel" model) . . . $17.50

Toe-bow, Cole of California . . . $1.95 per pair

*Plus federal tax

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I made this dress on a SLANT-O-MATIC machine

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Andrea won a top award in a national sewing contest with her silk brocade gown. "I could see to control the silk much better with the SLANT-O-MATIC needle—it angles forward. Such a practical, sensible improvement."

Lovely Andrea Wise, White Plains, N. Y., discovered the SLANT-O-MATIC* machine in a sewing class. "Imagine everything you wish a sewing machine could do, and be—that's the SLANT-O-MATIC machine. Fantastic!"

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3 Easy traveling: Comple
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plus new accessori

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a Garden Wed
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